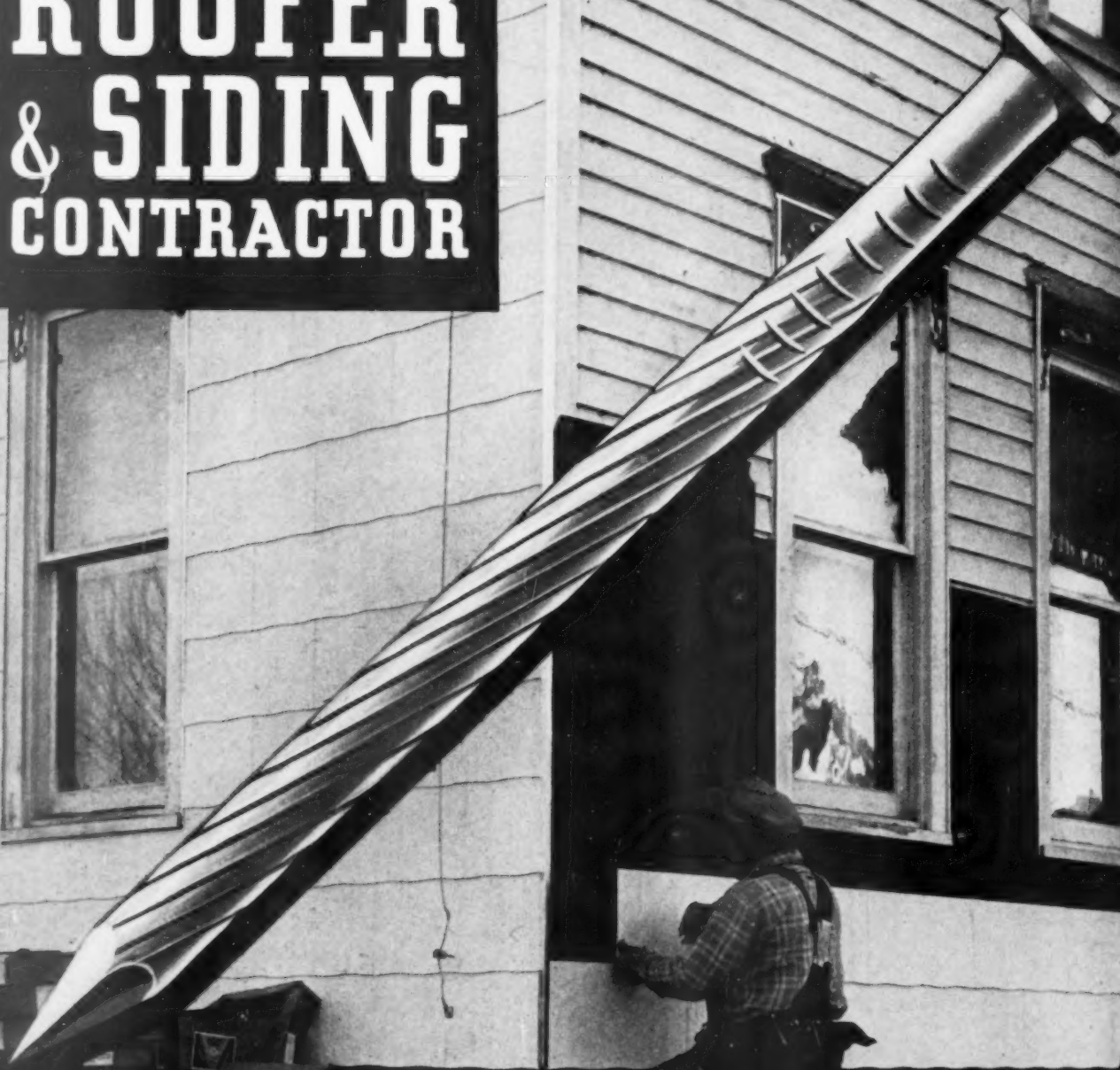


42nd YEAR

AMERICAN ROOFER & SIDING CONTRACTOR



January, 1953

In This Issue:

NATIONAL CONVENTIONS

NORRICH Feb. 16-19

NRCA Jan. 24-26

NORRICH Program, Exhibitors & Floor Plans, PP. 13-15

NRCA Program, Exhibitors & Floor Plans, PP. 23-25

✓ Check the

Barrett line

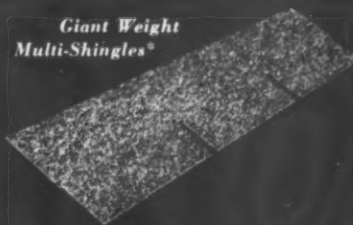
for extra sales opportunities

Hexagonal Shingles



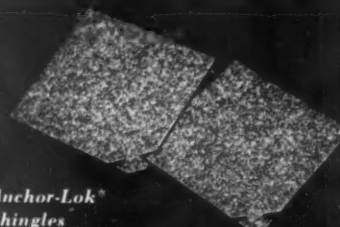
A 3-tab strip shingle—designed for rapid application. Corners, cut on bias, offer small wind target. Weight: 167 lbs. per square.

Giant Weight Multi-Shingles*



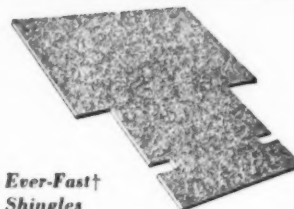
A three-tab strip shingle, reinforced over entire surface with a second layer of asphalt and minerals. A fine new construction shingle. Weight: 250 lbs. per square.

Anchor-Lok* Shingles



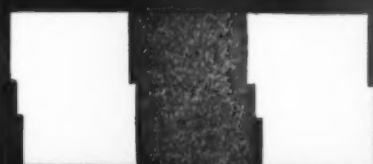
A self-locking shingle especially designed for application over old material. Forms a "diamond" pattern. Weight: 138 lbs. per square.

Ever-Fast† Shingles

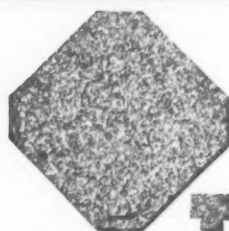


A lock shingle that provides 100% double coverage—50% triple coverage. For re-roofing and for new construction. Weight: 235 lbs. per square.

Giant Self-Spacing Shingles



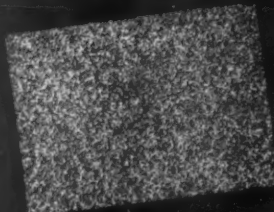
Exclusive stepped shoulders provide closed channels, barring wind-driven rain. A heavy, weight, deluxe, quality shingle giving maximum coverage and service. Weight: 330 lbs. per square.



Everlox* Shingles

A locking shingle with a separate T-shaped locking tab, for re-roofing use in high wind areas. Weight: 148 lbs. per square.

Rectangular Shingles



For "Dutch Lap" roof construction. Can be applied over old roofing. Weight: 162 lbs. per square.

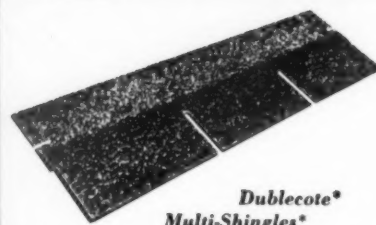
Dura-Lok† Shingles



A self-locking shingle for areas of high winds. Fast application, low cost. Each shingle locked in 4 places. Weight: 170 lbs. per square.

Barrett's unmatched quality is backed by Barrett's unmatched sales promotion program and high-powered, big-league national advertising. Barrett* building products have been developed during almost a century of experience in the construction industry. Let them show you the way to better business.

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- ✓ Foundation Coating



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Space #52

Statler Hotel, February 16, 17, 18, 1953

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MIGHTY-TAB SHINGLES

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Pastel Colors*

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in modern housing and industrial
construction.

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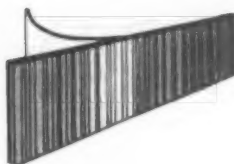
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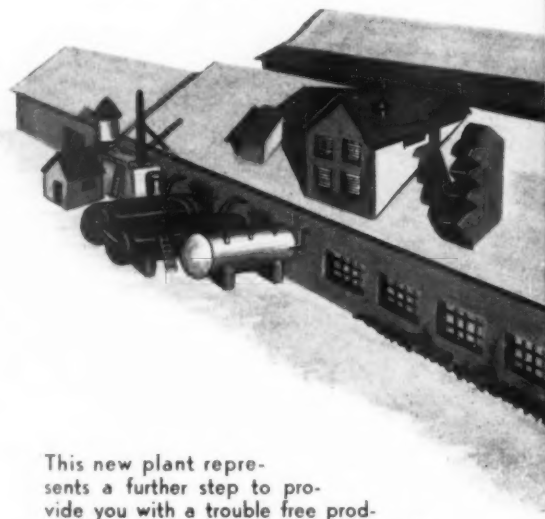


EASEL SAMPLE DISPLAY—All wood easel stand. Offers an attractive presentation in the home. Shows all the LUMASIDE features. Attractively boxed for sample protection.



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Lumaside's plant



ALEX SHMITT, PRESIDENT, the founder and creator of LUMASIDE, spent many years in the jobbing, as well as the retail construction and home modernization business. He has been the creator and pioneer of many of the industry's modern building products and application methods that have been so successful that they have been adopted and accepted industry-wide.

CARL WESTERGAARD, PLANT ENGINEER, is well known among the siding industry as the engineering know how behind the intricate machinery of the major siding plants throughout the country. Mr. Westergaard was formerly chief engineer of Reichel & Drews, Inc., siding equipment manufacturers.



JACK RIVER, V.P. IN CHARGE OF SALES, has spent 28 years in sales promotion and retail selling. He is thoroughly familiar with your retail problems and constantly views them through our "customers' eyes" instead of taking a supplier's viewpoint. At all times he is anxious to co-operate by conducting sales meetings or aiding you in every possible way to advance your progress with LUMASIDE.

SELWYN SHMITT, V.P. ADV. AND DEALER AIDS, was raised in the retail home modernization business and upon completion of his education at the Universities of Ill. and Wis. joined the firm and has been a valuable asset in creating and co-ordinating our Dealer aid program.

CHARLES PECKARSKY, SEC. AND GEN. MGR. You have all talked to "Charlie" on the phone. His job has many ramifications, such as scheduling our plants, expediting critical materials, purchases of raw materials and accessories, but still insists on personally talking to our customers when they call.



"TOMMY" THOMPSON, WESTERN DIVISION MGR., was with one of the leading manufacturers of building materials for 22 years. He has a host of friends in the field and his knowledge and "know how" are sought and respected by all his accounts in the central-western area.



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- ☐ 7. Asphalt Siding
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- ☐ 75. Plastic Siding
- ☐ 43. Plastic Waterproofing

- ☐ 73. Roof Carts
- ☐ 44. Roof Coatings
- ☐ 66. Roofing & Building Specialties Manual
- ☐ 78. Saws & Saw Blades
- ☐ 48. Scaffolding
- ☐ 49. Scrapers, Roof, Hand & Mechanical
- ☐ 53. Snow Guards
- ☐ 54. Spray Equipment and Pumps
- ☐ 69. Sprayed Sidewall Resurfacers
- ☐ 59. Tools, Catalogs of

Other Items _____

January, 1953 _____

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of all trademark and patent rights relating to the sales and
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address:



THE BARTILE MANUFACTURING COMPANY
or
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Suite 204, 1930 Wilshire Blvd., Los Angeles 5, California

Nailing It Down

Roofing and siding contractors would do well to heed the words of our esteemed confrere, Arnold Romney, Editor of "Building Specialties," in a recent editorial on the state of the home modernization market:

The most encouraging news that has passed over the desk of this department in a long time is a report on a conference held in New York which was attended by presidents of various trade associations and key figures in the building industry.

Looking over the outlying communities which have mushroomed around cities in recent years, while substantial older houses are neglected in repair and improvement, the builders are convinced that an extravagant mistake is being made.

★ ★ ★

"No nation, says the report, is rich enough to neglect well-built housing and then tear it down to make way for new dwellings of perhaps inferior size and construction," they say. The best time to fight blight and decay is before a neighborhood is allowed to become a slum.

Summarizing the thinking of the 31 national leaders in building, banking, architecture, insurance, real estate and manufacturing, the report makes the following points:

1. "This country's need for better housing is far too great to meet through new construction alone. . . .

2. "We can provide good low-cost housing in most communities a lot more quickly and a lot more economically by modernizing old dwelling units.

3. "If the government would accept the basic fact that most Americans, rich and poor alike, must continue to live in houses now extant . . . then the home-building industry could be free to concentrate on the job it can do best—the creation of better new houses and better values instead of smaller houses and cheaper prices."

Pressure for cheap housing on

(Continued on Page 41)

AMERICAN ROOFER

and SIDING CONTRACTOR

Devoted to Roofing ★ Siding ★ Insulating ★ Waterproofing

Publishers of

Roofing, Siding & Building Specialties Manual

Vol. 43

JANUARY, 1953

No. 1

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★ ★

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Full efficiency is achieved only when reflective surface faces a $\frac{3}{4}$ " air space. However, in most siding applications $\frac{1}{4}$ " air films exist, permitting SILVERCOTE surfaces to reflect radiant heat.

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- 1 Sell SILVERCOTE Reflective Insulation on every siding job. Really helps close sales!
- 2 Add a profit by suggesting low-cost SILVERCOTE Simplex applied over attic joists. So much year-round insulating benefit for so little, customers go for it.



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AMERICAN ROOFER & SIDING CONTRACTOR

JANUARY

1953

"Easier" credit loans can now be offered by contractors

EASIER credit for roofing, siding and other home improvements can now be offered by contractors as a powerful inducement to get homeowners to have the work done now. The easier credit has been made available by at least one title insurance company that operates nation-wide.

Here's how it works:

The method involves the use of the well-known "open-end" mortgage which provides for the advance of additional money to pay for home improvements. In effect, this is a home improvement loan at a lower rate of interest than is generally available in any other way. Now the cost of title insurance on this type of loan has been greatly reduced.

In the "open-end" mortgage the extra money advanced is made part of the original mortgage and added to the balance owed. The whole sum then is paid off by increased monthly payments, or payments are kept the same and the life of the mortgage is extended.

Charge All-Inclusive

The open-end mortgage itself is not new, but until recent months the cost

of a new title search has been so high that the advantage of open-end mortgage procedure has been largely nullified.

But now City Title Insurance Co., New York, has announced that for \$5

per \$1,000 (with a minimum fee of \$10) it will insure a title for any additional advance on a first mortgage so long as the total of the unpaid balance and the additional advance does not exceed the mortgage's original amount. This is an all-inclusive charge, covering abstract of title and opinion of counsel as well as the title search.

The company does not make a new title search. Instead, it simply accepts the home-owner's affidavit that no liens have been placed on the property since the mortgage went into effect.

Under this new procedure, homeowners will have less difficulty obtaining long-term loans for reroofing and other exterior work and for kitchen equipment, plumbing and heating, flooring and similar interior improvements.

Interest Rate Unchanged

As an example, assume that the roof on a house is worn out and that the owner also would like to remodel the kitchen. A new fire-resistant asphalt shingle roof, which could be applied directly on top of the old material, might cost \$250, and the kitchen remodeling

(Continued on Page 33)

ON OUR COVER

This month's Cover Photo shows a typical remodeling job: applying asbestos siding to an old wood siding home. The "File-Grip" Aluminum Nail now in popular use in the application of asbestos siding and shingles was pioneered by today's major producer, the Nichols Wire & Aluminum Co. of Davenport, Iowa.

These nails are now included with the shipments of asbestos siding and shingles by many of the leading asbestos shingle and siding manufacturers. They have been selected because of their obvious advantages over old types of fasteners. They are more economical than other non-standing nails. They protect the color and beauty of the manufacturer's products for a lifetime because aluminum will not rust, streak or stain. The serrated shank of these nails is so designed that it will assure a firm tight grip on the surface to which it is applied.

Eight months ago the "File-Grip" nail was used to apply approximately 10% of all the asbestos siding and shingles made. Today, over 60% of this wall covering is applied with the new nails—a 600% increase in less than 8 months time, according to the manufacturer.



Before-And-After Photo. Re-New Construction Company of Richmond Hill, New York, has been bringing many older homes in fine districts up to date with asbestos siding. Note how this attractive old home has been improved



after the stucco siding was replaced by asbestos siding. Homes in this area sold each other. Note that homes on either side of the recently re-sided one had had asbestos siding applied previously.

"Meet the people—satisfy the people" adhering to motto builds business

MEET the people—satisfy the people. That is the rock-foundation upon which Mr. Max Jensen has built his Re-New Construction Company.

He started as a roofing mechanic in 1921 for William Nielson and Son, the first roofing and siding firm to use asphalt shingles in Flatbush, Brooklyn. After four years he became superintendent of construction for the Tilo Company. By 1933 he decided he had sufficient experience and background to set up his own roofing concern. Beginning as a small outfit in Brooklyn, Re-New expanded so rapidly in two years that it required larger quarters; so it moved to its present location in Richmond Hill, Queens.

Re-New Construction Company was bursting at the seams when it took over several adjacent properties. It now consists of a neatly laid-out office, a sales conference room, and two spacious storehouses—one for roofing and siding supplies, the other for insulation materials. Four trucks are in almost constant operation. Eight salesmen and twenty-two mechanics comprise the working

force, with Mr. Reginald Smith as overall manager and trouble-shooter.

Mr. Smith's own roofing history since 1926 attests to the wholesome human relations that prevail at Re-New. Serving at Tilo first as assistant manager under



Mr. Jensen's mechanics are shown removing the stucco facing from the home shown in top photos, before applying asbestos siding. Jensen does a great deal of quality work.

Mr. Jansen, then as manager after his friend left, Mr. Smith joined Re-New in 1944. Further evidence of healthy relations is the fact that there is a stable working staff with virtually no turnover. That goes for salesmen and mechanics who average fifteen years of employment with Mr. Jensen.

They prefer to stay, not for the turkeys they get every Thanksgiving, but for the permanency of employment at good pay and work in a friendly, relaxed atmosphere. Which is not to say they do not put in a hard day's work. They surely earn their salaries. Mr. Jensen sees to that. Having been a mechanic himself, he knows what work can be expected from experienced men. Bent on satisfying his clients, he demands top performance from his crew—and gets it. No cutting of corners, no shaving of time, no saving of expense: there is no short-cut to earning and keeping the clients' good-will, according to Mr. Jensen. A job guaranteed by contract for ten years must last that time and more.

To maintain that good-will, which he

(Continued on Page 43)

1953 NERSICA Convention features Babson predictions

Turn page for floor plan and key

BUSINESS forecaster Arthur G. Babson will be the featured speaker at the single major luncheon meeting of the 11th Annual Convention and

Exposition of the National Established Roofing, Siding and Insulating Contractors Association, February 16, 17 and 18 in New York City. Mr. Babson

is the Vice-President and active head of the nationally-known Babson's Reports, Inc. He is the son of Roger Babson.

Mr. Babson is making a comprehensive study of conditions in the maintenance repair and home improvement industry especially for his special appearance at the luncheon of Tuesday, February 17th.

OUTLINE OF THREE-DAY PROGRAM

Eleventh Annual NERSICA Convention and Exposition
Mon.-Wed., February 16, 17, and 18, 1953
Hotel Statler, New York

Sunday, February 15

Board of Directors' Meeting.

Monday, February 16

10:00 A.M. — Built-Up Roofing Forum.

Subject: "Fundamental of Roof Performance." Detailed presentation by Prof. C. E. Lund, Professor and Assistant Director, Engineering Experiment Station, University of Minnesota, nationally-recognized authority and research scientist on built-up roofing and roof insulation.

2:00 P.M. — Sales Forum.

Subject: — "How to Get Good Salesmen". Three-part session on How to (1) Attract, (2) Interview and (3) Hire Prospective Salesmen. Subjects to be covered by all-contractor panel, led by O. G. Norton, head of NERSICA's Sale Training Committee. Question-and-answer period will be participated in by entire panel.

Tuesday, February 17

10:00 A.M. — Sales Forum, 2nd Session.

Subject: — "Sales Training". Mr. Norton has trained salesmen in the industry for over 30 years. He will make the opening talk, and then panel will be thrown open to the members.

10:00 A.M. — Built-Up Roofing Forum, 2nd Session (Simultaneous Session).

Subject: — "Fundamentals of Roof Performance" (Cont.).

12:30 P.M. — Feature Luncheon of the Convention.

Speaker: Arthur C. Babson, V-P and directing head of Babson's Reports, Inc., "What's About for Business and You".

2:00 P.M. — Annual Business Meeting.

Election of officers and directors for 1953. Problems of the industry and discussions referring to sales practices will be on the agenda this year.

Wednesday, February 18

10:00 A.M. — Built-Up Roofing Forum, 3rd Session.

Contractors' section of "Contractor-Manufacturer Clinic on Built-Up Roofing Operations". Six to ten contractors will talk about ten minutes each, presenting prepared papers giving their practical comments on Dr. Lund's research.

2:00 P.M. — Sales Forum, 3rd Session.

Subject: "What Is Left for You". What contractors can retain out of a sale involves a host of things—payment of salesmen, credit financing, pricing, overhead costs, accounting, management, ethics, and service. Forum Leader Norton, assisted by an augmented panel of contractors.

2:00 P.M. — Built-Up Roofing Forum (Simultaneous Session), 4th Session.

Manufacturers' section of "Contractor-Manufacturer Clinic on Built-Up Roofing Operations". The whole scope of the built-up roofing industry brought into focus by a panel of manufacturers' experts. Question-and-answer period.



Mr. Arthur G. Babson, shown above, will be the featured speaker at the NERSICA Convention Luncheon. He is the son of Roger Babson, famed predictor, and will have a few of his own to make.

This year's Convention theme is "Forums For The Future". A three-session Sales Forum, and the largest Built-Up Roofing and Insulation Forum yet presented will be the main event for the theme program.

The Babson report "Confidential Advice on Coming Developments", attained added stature when, weeks before, it predicted accurately the out-

come of the recent national elections. At the same time Babson has forecast difficult times ahead (Roger Babson was among the few who predicted the "bust" of 1929).

The Sales Forum will be held on Monday afternoon, Tuesday morning and Wednesday afternoon. The subjects covered encompass finding, hiring and training of salesmen and in a final session, "What Is Left For You".

Sales forum leader is the Chairman of NERSICA's Sales Training Committee, Director O. G. Norton, contractor of St. Albans, Long Island, N. Y. He has been a trainer of salesmen for the last 30 years.

Members of the Sales Forum committee and others will compose a panel of experts to assist Mr. Norton. These

contractors will present brief "how I handle it" talks, and will assist in answering questions. Among those who have already consented to appear are:

Past President Vincent L. Crudele, Newark, N. J.; Vice President G. I. Lyons, Lancaster, Pa.; Directors A. J. McRae, Patchogue, N. Y.; Saul North, Syracuse, N. Y.; G. M. ("Duffy") Olson, N. Y., N. Y.; Jack Tatt, Cleveland, Ohio; A. E. Welcker, Philadelphia, Pa.

Built-Up Roof Forum

Feature of the four-session Built-Up Roof and Insulation Forum is a discussion of "Fundamentals of Roof Performance" by Dr. C. E. Lund, nationally recognized authority and re-

search scientist of the University of Minnesota.

Mr. C. N. Nichols, Managing Director of NERSICA, has stated that the Convention will be the largest in history in terms of booths and exhibitors. Over 80 exhibiting firms, he has stated, will occupy over 110 booths, in an available space of 16,500 square feet.

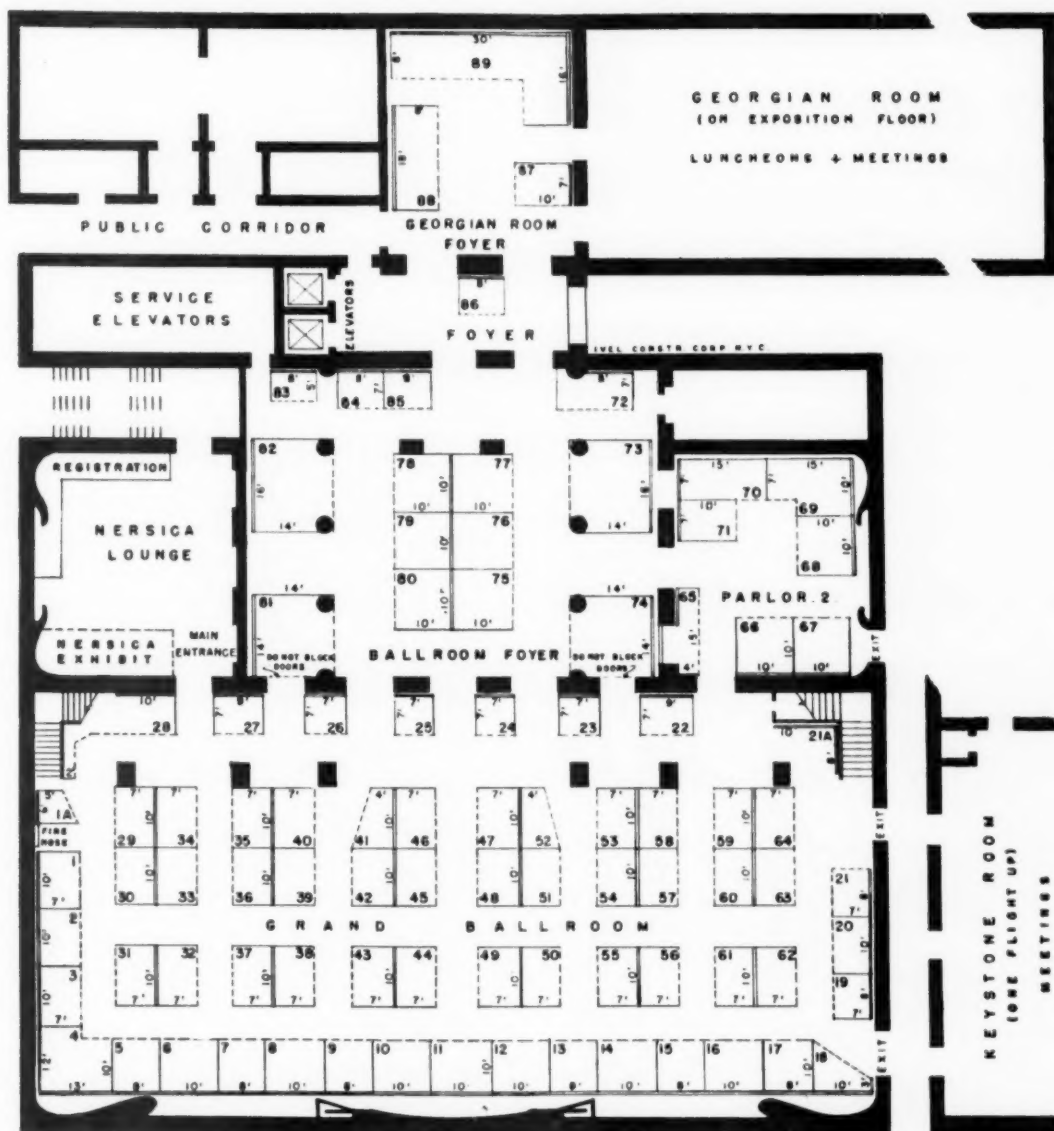
The Exhibit will be staged at the Hotel Statler for the second successive year, but the lay-out, as shown by the floor plans published in this issue of AMERICAN ROOFER & SIDING CONTRACTOR is entirely different. Profiting by last year's mistakes the Directors have allotted considerably more space in a much more compact area, so that all exhibits can be easily viewed, with

(Continued on Page 34)

NAMES OF EXHIBITORS AND KEY TO LOCATION OF BOOTHS

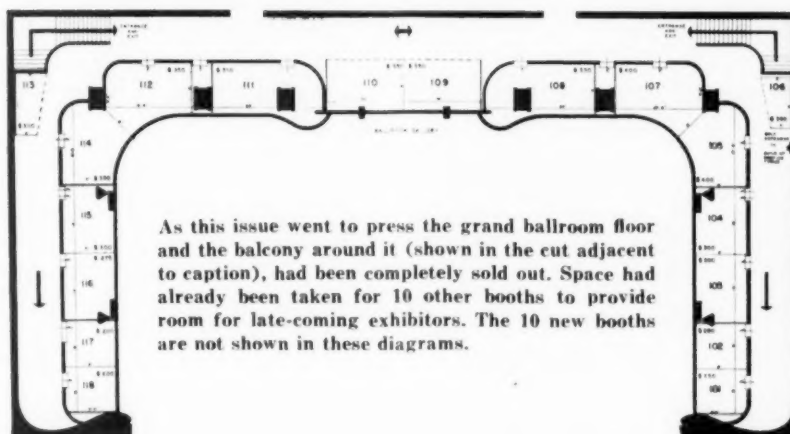
Exhibitor	Booth No.	Exhibitor	Booth No.
Adams Engineering Company.....	33	Johns-Manville Sales Corp.....	10-11
Aeroil Products Company.....	28	Jones & Brown, Inc.....	74
Air Master Corporation.....	110	Keasbey & Mattison Company.....	14
Allied Bldg. Credits, Inc.....	41	Kenitex Corp.....	114
All-Weather Products Company.....	89	Keystone Alloys Co., Inc.....	108
AlSCO, Inc.....	75-76-77	Koppers Company.....	8
Alside, Inc.....	2	Max Langfelder.....	50
Alumatic Corp. of America.....	39-40	Lawson Trading Corp.....	83
American Associated Companies.....	13	Lincoln Venetian Blind Prods. Co.....	109
Arlite Industries, Inc.....	1	Lockport Cotton Batting Co.....	78
Armstrong Cork Co., Inc.....	87	Ludman Corporation.....	12
The Barrett Division.....	59-60	Metal Tile Products, Inc.....	31
Binks Manufacturing Company.....	49	Matt Coil-Less Burner Company.....	22
Bird & Son, Inc.....	57-58	The Moloney Company.....	73
Bonafide Genasco, Inc.....	52	Nash Mfg. Company.....	27
Brixite Mfg. Co., Inc.....	81	National Heather Stone, Inc.....	51
Castle Stone Inc.....	106	Northeast Metal Prods.....	86
Calbar Paint & Varnish Company.....	80	Old Quaker Paint Company.....	35-36
Philip Carey Mfg. Company.....	45-46	Oley Prods., Inc.....	105
The Celotex Corporation.....	88	Owens-Corning Fiberglas Corp.....	70-71
Certain-teed Products Corp.....	6	Pecora Paint Company, Inc.....	107
Chart Aluminum Products Corp.....	21-A	Pittsburgh Corning Corp.....	63-64
Comfort Products, Inc.....	189	Re-Nu-It Corp.....	16-17-18
Ben Corson Mfg. Company.....	38	Reynolds Metals Company.....	34
Crawford Door Mfg. Company.....	115	Ruberoid Company.....	82
Curvalum Door Mfg. Company.....	9	Season-All Sales Corporation.....	55
David Levow.....	25	Shower Door Company of America.....	3-4
Dec-O-Grilles, Inc.....	26	Silvercote Products, Inc.....	65
Emco Cement Products, Inc.....	42	Security Sash & Screen Co.....	72
Feather-Lite Mfg. Company.....	66-67	Smith Asbestos Products, Inc.....	23
Federal Screen & Sash Co., Inc.....	5	Stone Corporation of America.....	56
The Flintkote Company, Inc.....	68-69	Sun Sash Company.....	7
Forest-Wool Insulation Co., Inc.....	118	Supradur Corporation of New York.....	32
Graef Storm Window Company.....	103	The Texas Company.....	44
Hauck Mfg. Company.....	47-48	United States Gypsum Company.....	20-21
Hess Planing Mill Company.....	117	U. S. Mineral Wool Company.....	24
Hibner & Company.....	37	Van Ness Louver Windows.....	116
Humphrey Products, Inc.....	15	Verflex Sales Corporation.....	29-30
Hutch Manufacturing Company.....	61	Weathermaster Jalousie & Window Mfg. Co.....	62
Industrial Bank of Commerce.....	1-A	Weather Panel Sidings, Inc.....	111
Ingersoll Products Division.....	84-85	Westmoreland Metal Mfg. Company.....	113
Jamaica Sash & Door Company.....	53-54	Winstrom Mfg. Corp.....	112
Jasco Aluminum Products Corp.....	43	Winter Seal Corp.-Hayes Wolverine Corp.....	104
Jerith Mfg. Company.....	79	Winter-Seal of New York.....	115
		Wood, Wood & Wood, Inc.....	86

LAY-OUT PLAN, NERSICA CONVENTION, HOTEL STATLER, N. Y.



ABOVE:
MAIN
FLOOR

RIGHT:
BALCONY



Some "turn-downs" are NOT the canvasser's fault BELIEVE IT OR NOT!

SELLING is challenging, fascinating work, from which you can derive enormous satisfaction. Your whole personality becomes involved in its problems of creative human relations, so that a sale is not just a sale, but a successful expression of yourself. But the total involvement of personality that characterizes the best roofing and siding salesmen has its dangers. The most obvious is the feeling of discouragement that hits hard after one or a series of "No's". Analysis of what led up to the feeling can make you a better purveyor of home modernization work.

First, no salesman ever had a perfect record of selling every prospect; and every salesman will tell you that there were times when he couldn't make a sale at all. You know all this before you ring your first doorbell. Then what happens to make you feel like giving up?

The answer is a complicated one made up of not keeping your real goal in mind, of blaming yourself for things over which you have no control, or of getting angry at the customer, and of letting it go at that without learning what you can about yourself and selling from the experience. Whatever your personal philosophy, while you're working your goal is sales. A look at the feeling of discouragement, you usually see one of two things: annoyance with yourself because you didn't or couldn't prevent a refusal, or anger at the customer for being "ornery". In a calmer, more detached mood, you would admit that nothing you could do would move certain people, so no failure is involved in not selling them. In that same more detached mood you would be able to reel off a list of the ways in which prospective customers behave and how to handle them. When you become angry, hurt or discouraged, you don't think of any of these things. But those feelings can be constructive if you stop for a few minutes, relax with a cup of coffee or tea and ask yourself "Why?" and "What really

By R. L. WILLET
Special to American Roofer
& Siding Contractor

happened? Can I prevent it in the future?" And if you can't, stop blaming yourself.

Suppose you ring a bell, and a person opens the door, listens patiently to your opening talk, and when you pause, says "I'm busy" and shuts the door. Instead

of being angry or feeling rejected, thereby dampening your next calls, look at it this way: The person might have been feeding a baby or having an argument. He or she was willing to take care of something in a hurry, but not to give up much time. You can follow that up by a telephone call asking for an appointment, or by mailing your latest four-color shingle holder. You'll feel better and sell more if you use the discouragement as an incentive.

Suppose, on the other hand, you've spent several hours with a prospect discussing every angle of a big roofing or siding job. At the next to last minute he says, "Well, thanks. I'll let you know," and politely shows you to the door, later wasting a lot of your time. But wait a minute! Did he really waste your time? He might have been a person who doesn't know how to say no until faced with a possible commitment. There are people who have no intention of buying but let you go on and on because they don't know how to stop you. Look for the clues to this kind of person

(Continued on Page 31)

Covering The World . . .



**IN BUILDING A HOUSE, THE
NATIVE BORNEAN FIRST CONSTRUCTS
AN ELABORATE THATCHED ROOF
SUPPORTED BY BAMBOO POSTS.
THEN HE BUILDS A SMALL
HUT UNDER IT!**

By Elmo

Ladder and scaffold safety demonstrated in talks at metropolitan roofers' meeting

SAFETY in the use of scaffolds, ladders and other construction equipment was discussed from every angle at an unusual meeting of the Roofing and Sheet Metal Crafts Institute, Inc., in New York last month. Representatives of several regional and national scaffold and ladder manufacturing companies spoke on various phases of the general topic, "Safety on the Job", during a meeting which included graphic demonstrations and the use of slide projections.



Standing, L. to R.: Mr. H. S. Geer, Vice-President of The Patent Scaffolding Co.; Mr. J. G. Walsh, Sales Mgr. of the Chesebro-Whitman Co. Seated, L. to R.: Messrs. T. E. White and W. A. Sander, both of Chesebro-Whitman. Every aspect of scaffold safety was discussed by the four speakers.

"Ladders, Construction and Safety Methods" was discussed by Mr. T. E. White of the Chesebro-Whitman Company, and "Sectional Steel Scaffolding" by W. A. Sander of the same company.

"Swing Scaffolds and Suspended Scaffolds" was the topic of Mr. H. S. Geer, Vice President of The Patent Scaffolding Co. "Aluminum Scaffolding and Tubular Scaffolding" were analyzed and demonstrated by J. G. Walsh, Sales Manager of the Chesebro-Whitman Co.

Scaffold Safety Emphasized

"Safety should be the prime thought in every roofing manufacturer's mind, and several methods of getting off the ground should always be employed. Men's lives are endangered every time

they leave the ground, and a sturdy, efficient and safe method of elevating them is usually the cheapest in the long run," said Mr. Walsh.

The meeting, which was held at the Hotel Alden and included a preliminary dinner, was attended by a standing-room crowd of several hundred New York Metropolitan Area roofing contractors. Mr. Walter Propper, Chairman of the Board of the Roofing and Sheet Metal Craft Institute, introduced the various speakers.

Mr. Walsh also offered the following advice to contractors on care and handling of scaffolding equipment:

Value of Proper Inspection

"Proper inspection of all equipment utilized by contractors at regularly scheduled intervals should be a planned part of every contractor's business methods. It has been proven that such inspection reduces insurance rates by reducing accident rates. In the long run, regular inspection will show up defects which can be repaired before the equipment has been completely destroyed through mishandling or by an accident.

"By careful examination of the product to be purchased as to proper use and proper care, the contractor can assure himself that the time arrangement involved in inspection will be reduced, since he will have been assured that he has a well inspected product to begin with. Complete files and brochures should always be procured and revised periodicals by personnel who are responsible for manufacturing the equipment should be obtained from time to time. Most manufacturers have such information."

Mr. Walsh was asked what general improvements he had noted in scaffolding during the last 20 years. He replied

that there were many more labor-saving devices now being employed, including such things as rounded corners to prevent splinters, and a tendency toward lighter weight scaffolds, replacing the unsightly scaffolds of old. Steel scaffolding, Mr. Walsh added, is much



Officials of the Roofing & Sheet Metal Crafts Institute, Inc., L. to R.: Mr. Irving Koppelson, President; Mr. Henry Goldberg, Executive Secretary; and Mr. Walter Propper, Chairman of the Board. Mr. Propper chaired the safety meeting.

more generally accepted today due to the desire to avoid fire hazards pertaining to the job.

Another important development has been the simplification of construction and ease of erection of scaffolding in the field. Since 1948, Mr. Walsh pointed out, aluminum scaffolding has become popular. Other light-weight metals are also being introduced.

Mr. Walsh had this final word of caution to say to all roofing contractors: "Be certain at all times that the scaffolds you use comply with state and local regulations on construction and use of scaffolds to avoid fines and other possible very heavy expenses."

NEW ROADS IN BUILT-UP ROOFING: II

Vapor barriers

(Continued)

By TYLER ROGERS
Technical Director
Owens-Corning Fiberglas Corp.

One of the highlights of the 1952 Built-up Roofing Forum conducted by NERSICA at its convention in New York was the extensive coverage of such problems as "vapor barriers" and "blisters" by leading experts associated with roofing materials companies. Through the courtesy of NERSICA, we are at long last enabled to present a finally edited and beautifully illustrated version of several of the most illuminating talks which were given at the forum, along with some of the impromptu questions and answers made after the various talks were concluded. This is the second of three parts on Vapor Barriers.

We have now tried to build underneath the insulation a completely impervious membrane which will not let vapor through, and if it won't let vapor through, it won't let air through. *Vapor will go where air will not, but air cannot go where vapor will not.*

Roof Is A Vapor Barrier, Too

Then on top of the insulation, whatever kind it is—we build a two, three, four, even a five-ply roof, and believe me, that is a vapor barrier, too. When you have laid down your roof, you have really got yourself a good seal, and our practice calls for sealing off the insulation so as to keep moisture out of it so that we are really building a hermetical seal, something from which air cannot move in or out, nor can vapor, if we build it properly.

What happens to the air that is in the insulation? All of us who sell insulation are selling you air at the highest price we can get because it is the air that does the insulating job.

So we all are selling you air, and that air is entrapped in the insulation in different ways. With foam glass and foam rubber, the air is really trapped in individual cells, but with all other forms of insulation, the air is held in loose interstices, little cells and spaces between fibers and it can and does move. The next experiment shows that vapor will go through from one side to the other of those little holes and it will go through the joints, even in the impervious materials.

Now, if we entrap that air, we have a condition similar to these two boxes

shown in Figure 4. The first box is a dry box containing nothing but air.

The box represents a part of your roof section which is completely sealed in with dry insulation. I have not tried to fake this thing, to make it look like a roof, and it is standing up on edge instead of lying down, but your imagination will help you to realize that the black metal represents the top surface of a deck. The lamps facing it represent the sun throwing heat on that roof.

The thermometer shows that at present the temperature is down around 80° in the box. We hope to develop a temperature of around 120° or 130° inside that box, which represents about the average that you can get in the air and in the insulation from sun heat.

On top of the box a little bellows is connected to a dial arm; if the air expands, the dial will show the increase in pressure.

The second box, at the right, is identical with the first except that it has a valve into which I am going to insert a little water. About two teaspoonsful at the most will go down inside. Now I turn the valve off to keep moistened air enclosed in the box and we will turn on the lamps and pick up a little heat.

It will take about a minute to a minute-and-a-half to show any action. What I am trying to represent is the condition that exists in a roof that is insulated with any kind of porous insulation. If you lay the roof dry, the only thing that can expand or con-

tract in that roof is dry air, but if you get any moisture on the deck or in the insulation, you get a combination of two things, air and water vapor that are working together.

Air is made of several kinds of gases. One group of gases is what we call air—oxygen, nitrogen and so forth—and the other, water in vapor form. The water, when it evaporates, acts just like a separate gas, and it has a pressure of its own that is different from the pressure of the air. When you talk about pressures, you usually talk about the combination of both. The pressure of moisture is much higher than the pressure of dry air, and as we go along, you are going to see graphically that moisture raises hob with your jobs. This is because moist air trapped in the room expands much more rapidly and to a greater degree than dry air. When this happens you are going to have a blister between the insulation and the felts. Something has got to pop. That is why you have sometimes walked on roofs that feel soft and cushiony on a warm day, and the same roof will be as hard as nails on a cold day. It is that floating air, that cushion. You are walking on a rug of air and moisture.

So the emphasis that I am trying to place here is the importance of dryness in the insulation, and on the decks as you lay the insulation. *If you don't have dryness you are entrapping moist air in the roof—unless we can find some new solution to your problem, which we are going to try to do today.* The dials now show the difference in pressure between the two boxes. That dry one isn't going to move very much. The box containing moist air shows a much higher pressure—the dial has gone up about three times as far.

That problem of trapped air and moisture inside of any roof you are building is so important to us all that

Mr. Rogers Here Describes Some Research Activity Relative To Roof Insulation



Fig. 4

Mr. Tyler Rogers demonstrating two boxes that were used to solve several problems about the relationship of air and insulating materials. The boxes represented different conditions of heat and moisture to be found on roofs with various types of insulation.

we have undertaken some experiments to see if there is some way of getting that pressure out.

Last year I said that according to theory, if you build an insulated roof that doesn't blister, you have built an imperfect roof, and if you build a roof that does blister, your job has been pretty nigh perfect. That is a very funny sort of statement to make, but the reason is that the pressure can get up to a good many pounds per square foot, I think it will run about 450 pounds per square foot when the temperature rises 100° from nighttime to sun heat in the daytime. This is about the equivalent of a three-foot column of concrete on top of your felts. So you are talking about real pressures that can cause a lot of trouble.

When the sun hits the top of your deck and no blister forms, that is, the air doesn't expand, it means only one

thing: that there is some sort of pinhole or relief spot through which air can escape. This is the only possible explanation for roofs that didn't blister in the past when they were insulated.

If the air leaks out through a pinhole in your asphalt, that leak is likely to be in the vapor seal on the underside, because you do such a good job above. So the air leaks down into the deck and through the semi-porous materials in the deck or through the joints, and then the nighttime comes, the deck cools off, and there is a sucking action because you then have what we call negative pressure, almost a vacuum in the roof. The air that is sucked back in to fill that vacuum carries with it the moisture that is existing inside of the building. When this moisture gets up there under the felts, it is likely to freeze or at least condense into moisture.

That is where we get our condensation problem, even with a vapor seal. There is a pinhole somewhere. The hot-cold cycle repeats over and over again. At nighttime, the vapor sucks in, condenses and forms water. In the daytime, the air expands and blows out. It may blow a little of the water out but it does not necessarily blow out all of the water.

If the pinhole is big enough, you won't have blisters between felts and insulation because there is no pressure to form them.

Building-In Pinholes

We decided that if pinholes or holes in the construction somewhere help, why not build them deliberately? We have cast about for a place to build them where they wouldn't cause trouble, where it would be easy to provide them and where they would be effective. Before I can give you the answer, I have to go to another scientific fact that is a little troublesome to explain. Cold air has a low vapor pressure and warm air has a very high vapor pressure and the difference is perfectly tremendous. In cold night air you may have the air outside so saturated that it is snowing or raining, and yet the pressure created by that moisture in the air is relatively low.

If you heat that air up inside the building or heat it up by the sun outside and add moisture to it, the vapor pressure goes up tremendously. What

(Continued on Page 50)

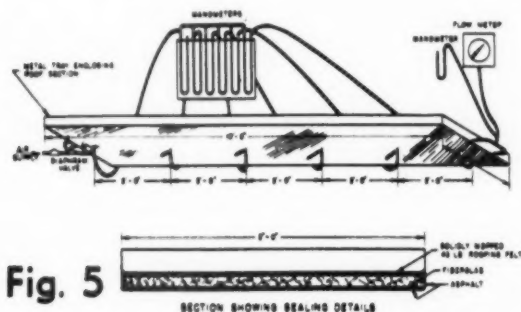


Fig. 5

APPARATUS FOR DETERMINING THE PRESSURE DROP THROUGH DIFFERENT THICKNESSES OF FIBERGLASS ROOF INSULATION BOARD

Left: Diagrammatic sketch of the metal box built by Professor Lund, in which he packed insulation just as tightly as he could. The full experiment is explained in next month's installment.

WHAT'S NEW?

Equipment—Booklets—Practice—Materials

New Stud Driver

A new powered stud driver has been announced by Remington Arms Co., Inc. The new stud driver is a cartridge-powered tool. It drives hardened steel studs to fasten such materials as wood and steel to concrete and steel, or for driving studs directly into concrete and steel for anchoring various fixtures.



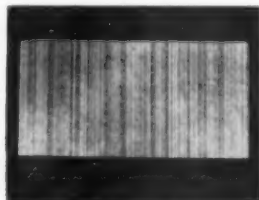
The tool is equipped with a safety shield to prevent firing from an unsafe angle. If the tool is inclined more than a safe minimum angle to the work surface, the sear lock plunger will not be disengaged and the tool cannot be fired.

The new stud driving tool is called the Model 450 Remington Stud Driver. The chief features of the tool include the following seven points: 1. Trigger-operated. 2. Separate safety lever. 3. Breech loading. 4. Visible firing pin indicator. 5. Integral barrel and frame. 6. Cocking of firing mechanism during opening cycle. 7. Fired case ejector.

* * *

Weathered White Sidings

The tremendously popular Stri-Color line of asbestos-cement sidings has been recently enlarged to include the latest in modern siding design and color—Weathered White.



This new siding combines a handsome Flintkote light gray striated line embossed into a white background, giving the shingle an attractive "weathered white" effect.

Zinc Coated Door Hardware

Newest in a long series of innovations in product design and product improvement introduced by Crawford Door Company, is the company's new Zin-Cote plating on all hardware attached to the door. This will apply to the company's leading line, Crawford Marvel-Lift Doors, the supplementary line, Fleetwood Doors, and the Doormaster low-headroom line. Residential, commercial and industrial models are included and the only exception is that on some of the larger doors the heavy, cast-iron bottom corner brackets will continue to be furnished painted.

The new Crawford Zin-Cote protective finish is applied by an electrolytic process which deposits a heavy coat of pure zinc upon the surface of the metal. This finish performs three desirable functions—it provides a finish so resistant to the effects of atmospheric moisture and chemicals that the hardware remains rust free and corrosion free almost indefinitely; in the case of moving parts such as the lock mechanism, and, even more particularly, the rollers, it provides a natural lubricant which makes the use of other lubricants completely unnecessary, and, it adds to the wear-resisting capacity of the part itself.

* * *

Sash Maintenance

Problems and suggested methods for the economical maintenance of steel and wood sash are outlined in "Trouble Free Sash Maintenance," an attractively illustrated bulletin released by the Tremco Manufacturing Company.

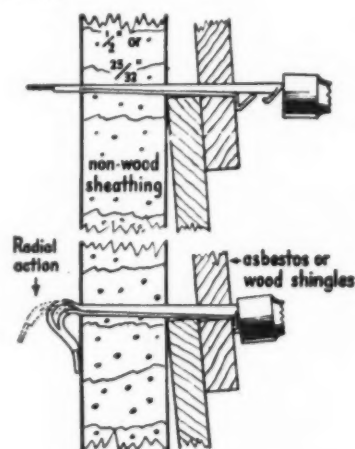
Subjects discussed include the importance of making buildings tight and draft-free before winter; a comparison of putty and mastic glazing for windows; the value of caulking openings between sash and masonry; samples of colors in glazing compound which does not require painting; methods of painting rusted sash without removing rust; "weathering" of warped ventilators, etc.

* * *

New Shingle Nail

The new free clinching action of a wood and asbestos shingle nail called Loc-Nail is stated to be a tremendous improvement by the manufacturers. Asbestos or wood shingles can be attached directly on any

make of half-inch and 25/32" non-wood sheathing with these E.G. Loc-Nails. The manufacturer says the use of these nails results in substantial savings and better construction than conventional wood sheathing because:



1. The new Loc-Nail has a shoulder, this minimizes asbestos siding breakage because the point of compression is spread over a larger area. 2. Easy to drive and very responsible to inching. 3. Performs in asbestos siding nail holes .112 to .120. 4. Exclusive automatic radial action clinches tight everytime with a large foot pressure. 5. Fine point eliminates spalling back of sheathing. 6. Operates when it strikes a stud.

* * *

Aluminum Storm Sash

Complete protection for casement windows on residential and commercial installation is now being offered by the Alumatic Corporation of America with its new riding model aluminum storm for casement windows.



This storm sash, consisting of a frame and the sash itself, "rides" along with the casement as it swings in or out. The frame is permanently attached with a weather-tight

(Continued on Page 38)

If further information is desired about articles appearing in the pages of this magazine send a card or a letter to the editorial department.

30 DAY FIRE GUTS WAREHOUSE

FAILS TO DESTROY STOCK OF FIRE-CHEX ASBESTOS-PLASTIC SHINGLES STORED INSIDE

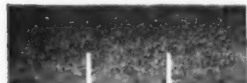
"We Saw it With Our Own Eyes! Carey Fire-Chex Shingles are Fireproof!"
Say Officials of Mohawk Building Materials Corporation

RENSSELAER, N. Y., December 6, 1951 —The fire that broke out on November 6 and destroyed two sections of the Rensselaer warehouse, owned by the Mohawk Building Materials Corporation, was finally extinguished last night, 30 days after the alarm was turned in.

Although the fire in most sections of the building was brought under control within ten days, it smoldered in the insulation board and roofing section for a full month. In this section, eighteen inch brick walls collapsed during the early stages of the fire, burying the roofing and insulation to a depth of over ten feet. Firefighters scored complete victory last night, when they spread this mass with a bulldozer and extinguished the flames.



As the rubble was cleared away, several piles of Carey Fire-Chex shingles were observed to be still standing. The wood pallets on which the shingles were piled had burned away, and the paper cartons were gone, but the shingles were still in good condition. Officials of the Mohawk Building Materials Corporation stated that the Carey Fire-Chex shingles were just slightly stuck together on the 12" edges, but not enough to prevent sliding them out from beneath the wire ties. "We saw it with our own eyes. Carey Fire-Chex shingles are fireproof," said C. Lawrence Fenner, vice president of the firm.



Fire-Chex asbestos-plastic shingles are an exclusive product of the Philip Carey Mfg. Company, Lockland, Cincinnati 15, Ohio, widely known manufacturer of asbestos and asphalt building materials. Coated with a patented asbestos-plastic, Fire-Chex have been tested by Underwriters' Laboratories, Inc. and found to resist fire so effectively that they are rated "CLASS A" without underlayment by Underwriters' — the highest possible rating for fire protection. Fire-Chex are the only roofing material of any kind to carry this highest fire-protective classification.



**Steel I Beams Twist Like Pretzels . . .
 But Fire-Chex Virtually Unscathed
 During "Baptism by Fire"**

FIRE-CHEX are 'tops' for beauty, too! They're the only shingles designed for application in gorgeous Shadow Blend Roof Designs, copyrighted as 'works of art.' Ask your Carey dealer to give you the profit-pyramiding facts about FIRE-CHEX — pronto! Or, mail coupon for sample of Fire-Chex and informative literature!

Carey

THE PHILIP CAREY MFG. COMPANY

Lockland, Cincinnati 15, Ohio



THE PHILIP CAREY MFG. COMPANY
 Lockland, Cincinnati 15, Ohio
 In Canada: The Philip Carey Co., Ltd. Dept. AR-1
 Montreal 3, P. Q.

Gentlemen:

Please send me a sample of Carey Fire-Chex asbestos-plastic shingles and informative literature. I will not be obligated in any way.

NAME _____

FIRM _____

ADDRESS _____

CITY _____

ZONE _____

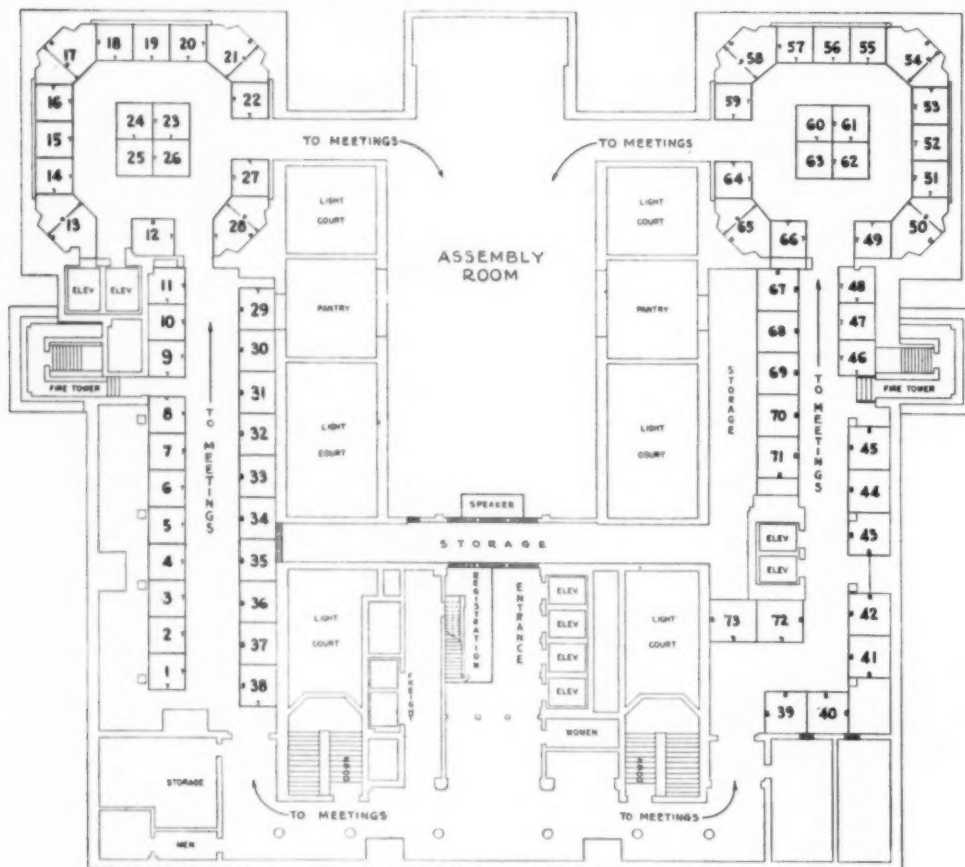
STATE _____

Visit us at the
N.A.H.B. Convention
Chicago, Jan. 18-22
Booth No. 23 & 24

NRCA meets in Philadelphia

January 26-28, Bellevue

FLOOR PLAN AND KEY TO EXHIBITOR'S BOOTHS, NRCA CONVENTION



Exhibitor	Booth No.
Aegis Laboratories	65
Addex Corporation	23
Aeroil Products Company, Inc.	38
American Associated Companies	67
Armstrong Cork Company	33
The Barrett Division	8
Bird & Son, Inc.	73
Bibel Roofing Company, Inc.	69
Campbell Equipment Company	1
Philip Carey Mfg. Co.	39
Celotex Corporation	72
Certain-teed Corporation	29
The Flintkote Company	63
J. E. Fricke Company	64
Hauck Mfg. Company	31-32
Johns-Manville Sales Corporation	41
Keasby & Mattison	59
Koppers Company, Inc.	2 & 3

Exhibitor	Booth No.
David Levow	4
Littleford Bros., Inc.	70-71
Ludowici-Celadon Company	17
Maizewood Insulation Company	68
Matt-Coil-less Burner Corp.	21
Nelson Stud Welding Division	12
Old Quaker Paint Company	16
Owens-Corning Fiberglas Corp.	49-50
Pittsburgh Corning Corp.	25-26
Quartex Corporation	58
Re-Nu-It Corporation	9-10-11
Rising & Nelson Slate Company	22
The Ruberoid Company	13
Smith's Hoist & Mfg. Co.	54
Snow White Marble Company	66
Stewart-Warner Corporation	7
G. H. Tennant Company	28
United States Gypsum Company	27

for 1953 show Stratford Hotel

PANEL discussions and clinics will be highlights of the Sixty-sixth Annual Convention of the National Roofing Contractors Association to be held in Philadelphia, Pa., Monday through Wednesday, January 26-27-28, 1953. Outstanding among panels will be a discussion of Apprenticeship Training and Aspects of Slate, Tile and Hard Asbestos Shingles. Among the clinics will be a labor clinic and a cost and overhead clinic.

Several open forums will be held during the course of the convention, including a report on water vapor in relation to roofing and insulation, and a discussion of roofing materials standards. Among individual speeches, there will be one on the "Roofing Contractor Meets the Insurance Adjuster" and one on "What Makes a Star Salesman a Star?"

Special ladies' program will be carried on throughout the three-day exposition, including a trip to Valley Forge, fashion shows, and a motor tour of Philadelphia. The convention will conclude with a dinner dance on Wednesday evening, January 28.

Registration Details

Registration for the convention, whose headquarters are at the Bellevue-Stratford Hotel, will begin on Sunday afternoon, January 25. At 4:00 P.M. Sunday, the Philadelphia Convention Committee will hold open house.

On Monday, January 26, the morning will be devoted to registration.

At noon there will be a luncheon—followed by invocation. The convention will be opened by N.R.C. President B. D. Schramm.

There will be an address of welcome by the Philadelphia Convention Committee.

Mr. W. G. Angell, Assistant Manager of the Boston, Mass., Office of the General Adjustment Bureau, Inc., will make a talk entitled, "The Roofing

Contractor Meets the Insurance Adjuster."

Roofing Forum

Following Mr. Angell's address there will be an Open Forum in which Mr. Tyler Stewart Rogers, a noted scientist with the Owens-Corning Fiberglas Corporation, will discuss the relationship of water vapor to roofing and insulation. This subject will then be discussed in the Open Forum by all who wish to participate.

Attendance prizes will be awarded in the Exhibit Hall each day of the convention.

Special Tuesday Meetings

On Tuesday Morning, with registration continuing, there will be two special meetings convening simultaneously at 9:30 o'clock. One is an Apprenticeship Training Panel, made up of the

National Joint Apprenticeship Training Committee: Mr. M. T. Buckley of Wichita, Kansas, acting as Chairman. This Panel will be attended by Mr. W. F. Patterson, Director of the Bureau of Apprenticeship, U. S. Department of Labor. The other morning meeting will be a Cost and Overhead Clinic, conducted by Mr. S. L. Smallwood of Oklahoma City, Oklahoma.

Sales Training Talk

Tuesday Afternoon — Mr. H. B. "Doc" Sharer, Sales Training Specialist with the United States Rubber Company, will present an address entitled, "What Makes a Star Salesman a Star."

Following the talk by Mr. Sharer, there will be an Open Forum in which any and all subjects of interest will be discussed.

On Wednesday Morning there will be two special meetings: One will be a Labor Clinic which will be conducted by Mr. Clyde H. Scott of Chicago, Illinois, Chairman of the Labor Committee. This meeting will be attended by several officers of the International Roofers' Union. All labor problems will be discussed.

The second Wednesday meeting will be a Panel Discussion on the subject of Slate, Tile and Hard Asbestos Shingles. This Panel will be made up of Mr. H. V. Wallace of New Orleans, who will act as Chairman, Mr. Charles McGee of the Ludowici-Celadon Company, Mr. James M. Mertz of Rising & Nelson Slate Company, Inc., and Mr. Chester C. Kelsey of the Asbestos-Cement Products Association.

FBI Man To Speak

The noon luncheon will feature an address by an Official of the Federal Bureau of Investigation. Following this talk there will be reports to the convention by the various Panels and Clinics and reports of other Committees.

Election of officers will be held, and at the close of the convention, Mr. H. R. Snook, Chief of the Floor, Roofing and Wall Coverings Section of the National Bureau of Standards, U. S. Dept. of Commerce, will make some pertinent comments.

The convention will then adjourn sine die.

On Wednesday Evening, a Dinner-Dance will be held; after which there will be a floor show, again followed by dancing.

LADIES' PROGRAM FOR NRCA CONVENTION

Monday, January 26 — The Ladies will meet in the Pink Room for Luncheon. A Fashion Show, especially prepared for the ladies of the convention, will be held following the luncheon.

Tuesday, January 27 — The Ladies will motor to the country, where they will lunch in the delightful atmosphere of the Overbrook Country Club.

After the lunch, there will be a trip to Valley Forge and other points of historic interest.

Wednesday Morning, January 28 — The Ladies will make a motor tour of Philadelphia, where they will see many places conspicuous in early American History. This tour will terminate at noon to enable the ladies to visit Philadelphia's splendid shopping center.

Wednesday Evening, January 28 — The Ladies will attend the Dinner-Dance, at which there will be an enjoyable floor show.

NEWS of the Month

Carolinas Roofers Hold Forum On Mechanized Roofing

The board of directors of the Carolinas Roofing and Sheet Metal Contractors Association held its Mid-Winter meeting in the Hotel Barringer at Charlotte on December 3 and 4, with thirteen of the fourteen officers and directors present for the sessions. Vice President W. T. Fort of Sumter, S. C. was unable to attend the meeting.

An open forum was held with emphasis on new mechanized equipment for installing roofs such as pitch pumps, felt layers and gravel spreaders. Roofers who have had experience with this new mechanized equipment were lavish in their praise of the advantages and discussed these advantages at length for the benefit of those who had not secured the new equipment. The business session adjourned at noon and reconvened at a 1:00 P.M. luncheon at which time the group heard an address on "Safety and Cooperation" by Fred F. VanAtta, Manager of the Building Division, Carolinas Branch, Associated General Contractors of America.

Sheet Metal Men Honor Ben. Rosenthal

Gathered at their annual dinner on behalf of the Federation of Jewish Philanthropies, held recently at the Plaza Hotel, members of the sheet metal industry paid tribute to Benjamin Rosenthal, Rosenthal and Goldhaber (third from left), guest of honor, and contributed generously on behalf of Federation's current maintenance appeal for its 116 hospitals and social service institutions.



Above, Mr. Rosenthal receives certificate from Mr. Swerdlick. Mr. Storch is at extreme left and Mr. Silberman at extreme right.

Shown, left to right, are: Julius Storch, Sobel and Kraus, co-chairman; Leo Swerdlick, Katz Metal Mfg. Co., co-chairman; Mr. Rosenthal; and Edward Silberman, Service Metal Supply and Mfg. Co., dinner chairman.



J-M Acquires Amer. Asphalt Roof Prods. Plant In Texas

Johns-Manville has acquired an asphalt roofing products plant at Fort Worth, Texas, it has been announced by Harold R. Berlin, Vice President of the corporation and General Manager of the Building Products Division.

This property, formerly owned by the American Asphalt Roof Corporation, will begin operating immediately as a Johns-Manville plant, Mr. Berlin said.

The Fort Worth plant is the company's first manufacturing operation in Texas and was acquired by Johns-Manville to better serve the company's building materials customers in the rapidly growing Southwest, Rocky Mountain and Mississippi Valley areas. It will produce Johns-Manville asphalt shingles and asphalt roll roofing products of the same high standard as those manufactured at other J-M locations in the United States and Canada.

Construction Totals For 1952 Will Set A New Record High

It became virtually certain today that construction totals for 1952 will surpass the previous all-time high of 1951. F. W. Dodge Corporation announced that its November reports of contract awards for the 37 eastern states brought the year's total for 11 months to 5 per cent over the 11 month figure for the last year.

The Dodge Reports so far this month are running at a rate which makes it seem a mathematical impossibility for this year to fall below the 1951 total, the company stated.

The 11 month 1952 figure is \$15,307,552,000. Last year's 12-month final figure was \$15,751,131,000.

November total construction awards of \$1,248,803,000 were 5 per cent less than October but 34 per cent greater than Nov. 1951.

Individual November totals showed non-residential awards at \$461,476,000, 2 per cent less than October but 41 per cent more

than November 1951. Residential was \$528,429,000 or 12 per cent less than October but 19 per cent more than November 1951. Heavy engineering awards of \$258,898,000 were 9 per cent more than October and 62 per cent more than November 1951.

Hyde Mfg. Co. Names Burton Sales Promotion Mgr.

The Hyde Manufacturing Co., Southbridge, Mass., has announced the appointment of Russell A. Burton as Sales Promotion Manager.



RUSSELL A. BURTON

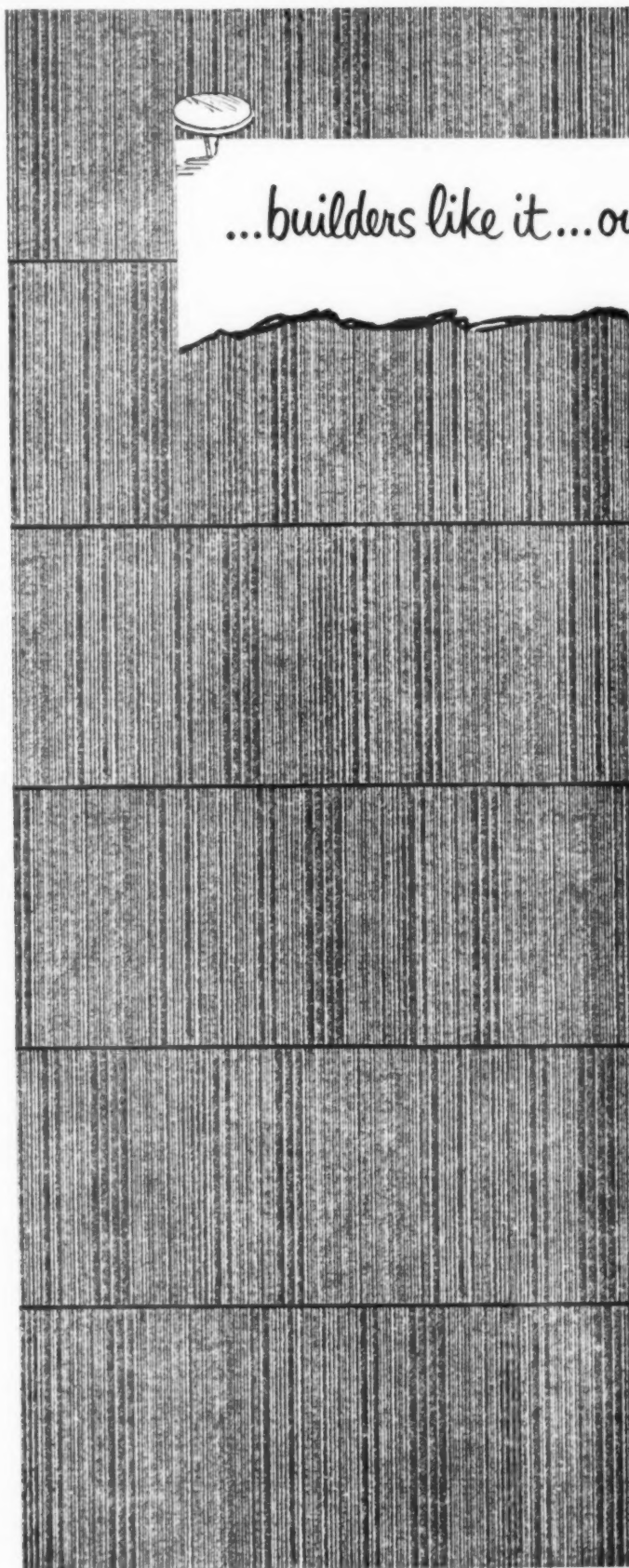
Mr. Burton, formerly with Sherwin-Williams for over 12 years, has specialized in retail advertising and display, merchandising, sales promotion and department store branch management.

He previously was employed by the General Electric Co. at Nela Park, Cleveland, Ohio for 10 years in the Sales Promotion Department. Mr. Burton will take charge of all sales promotion and public relations for the complete line of Hyde painting and decorating tools, specialty items and industrial cutting tools.

Quaker State Metals Co. Buys Out New Holland Metals Co.

The Quaker State Metals Company has purchased all the manufacturing facilities and business of the New Holland Metals Company, Mountville, Pa. The new company will continue operations at Mountville, manufacturing and selling aluminum roofing sheets, industrial roofing sheets, guttering and down-spouting, moulding, shapes, and building accessories. Quaker State also expects to expand its production to include the manufacture of other aluminum products, as well as some steel and copper products.

Quaker State Metals, an independently
(Continued on Page 45)



...builders like it...owners want it!

"Century" NU-GRAIN

asbestos-cement siding...

looks like split wood...
casts like stone!

This colored shingle for re-siding old homes and for new construction enables you to offer all the architectural appeal of the old-fashioned split wood shingle together with the economical, lasting toughness of stone! The well-defined vertical texture of "Century" NU-GRAIN Shingles is obtained with colored slate granules which are permanently embedded into the shingles under hydraulic pressure. The result is a smooth even surface with no grooves to hold dirt.

Three non-fading colors give a choice to suit any taste: NU-GRAIN Green, NU-GRAIN Gray, NU-GRAIN Brown. When the shingles are applied, the vertical joints are all but lost in the unique design, and even the exposed nail heads are not easily seen. Added distinction is gained by the straight-butt shadow lines. And these beautiful shingles can't burn, can't get rain-soaked, won't rot, and haven't a thing to offer that a termite likes!

To help you sell your prospects, "Century" NU-GRAIN Shingles are featured in their attractive colors in *Better Homes & Gardens*—a magazine read by more than 7,000,000 home-conscious men and women. Ask your K&M Distributor to show you the complete line of "Century" NU-GRAIN Shingles—or write to us direct.



Illustrated—"Century" No. 58 NU-GRAIN Asbestos-Cement Siding Shingles, NU-GRAIN Green. 57 shingles per square, 1½" head lap.

America's first maker of Asbestos-Cement Shingles

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA

New Magic for old homes

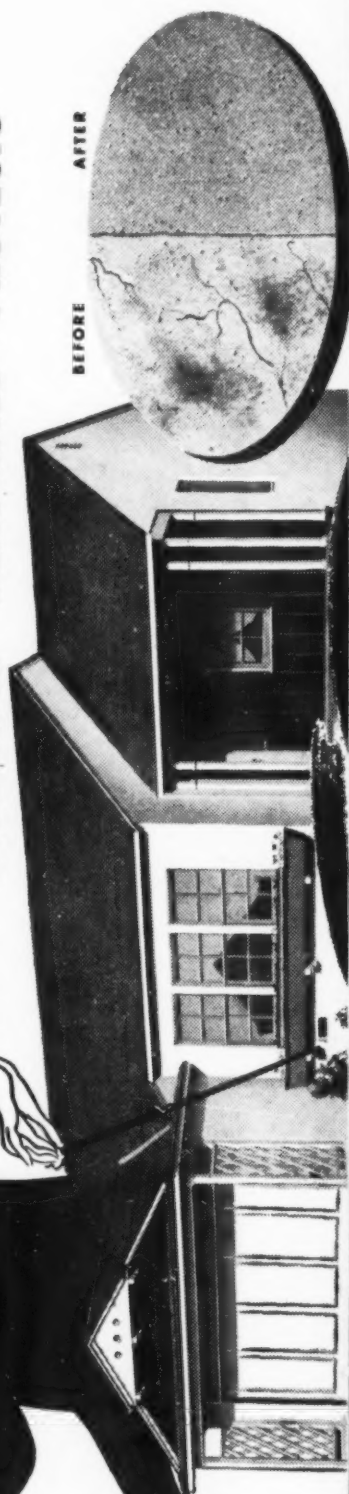
ASBESTOS

Keritex

TRADE MARK

PRESSURE-SEALED TO OLD SIDEWALLS
IN ONE LOW-COST APPLICATION

INSULATES • BEAUTIFIES • PROTECTS



RENEWS ANY SURFACE STUCCO · FRAME · BRICK · SHINGLES · BLOCK

KENITEX bonds perfectly with any material, regardless of age or condition. It fills in cracks and holes, hides old paint and discolorations, gives a lovely soft-looking finish that's actually thicker than 20 coats of paint!

TWELVE BEAUTIFUL MODERN COLORS

OUTSTANDING KENITEX ADVANTAGES

NEVER NEEDS PAINT
FIRE RETARDANT
LIFELONG WEAR
PERMANENT COLORS
PROLONGED HOME LIFE
BLOCKS STREET NOISE
CUTS FUEL BILLS
TERMITE-PROOF
ENDURING BEAUTY
INCREASED HOME VALUE
YEAR 'ROUND COMFORT
WEATHER RESISTANT
WATERPROOF

F.H.A. APPROVED

Magical New Beauty

A home can be a real source of pride, with its "brand new" look restored by Asbestos KENITEX. Not nailed on top of old sidewalls, but actually fused with them by pressure, KENITEX doesn't conceal their original architectural lines. Instead, it covers the surface with an armor of enduring beauty!

Magical New Comfort

KENITEX gives sidewalls the famous insulating and protective qualities of asbestos and mica. Retains inside heat in winter, repels outside heat in summer, resists sun, wind and water. KENITEX penetrates and fills air holes, cracks, and crevices — eliminating annoying drafts. This "all-over" insulation makes homes pleasanter and more healthful the year 'round. Ask for full information on KENITEX — today!

Magical New Economy

Renewing with KENITEX is a "once in a lifetime" job — for this remarkable texture will retain its good looks year after year without need of refinishing. Also, this rock-life "armor plate" will actually prolong the life of the house, giving the sidewalls new sturdiness. KENITEX is not affected by fire, weather, insects, or decay. And its insulating action means lower fuel bills.

For new freedom from upkeep expense—for increased comfort, safety, beauty and value, homeowners find KENITEX one of the wisest investments they can ever make.

KENITEX has been laboratory-tested and used by the most prominent industrial concerns, as well as applied to over 200,000 homes from coast to coast! Manufactured by the Kenitex Corporation, world's largest exclusive manufacturer of exterior coatings.

Mail Coupon Today!



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Los Angeles 16, Calif.

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Firm Name
Street
City Zone State

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DEALERS — DISTRIBUTORS

Completion of another new 1½ acre West Coast plant permits us to make a few more exclusive territories available. WRITE, WIRE OR PHONE TODAY!

SEE THE KENITEX COLOR MOVIE AND DISPLAY AT THE NERSICA CONVENTION, BOOTH 114 (BALCONY FLOOR), STATLER HOTEL, NEW YORK, FEB. 16, 17, 18.

Dealer Devices Unusual Stacking Racks For Holding Roofing Materials

David Gagnon has an eye for orderliness and when the Woodford-Wheeler Lumber Company at Clear Lake, Iowa, needed some additional storage space, Dave was ready with the plan.

An unused dock, running the length of one of the lumber sheds, was converted into a series of individual storage rooms, each with an outside opening. The rooms were 19 feet deep with a single door access at one end and

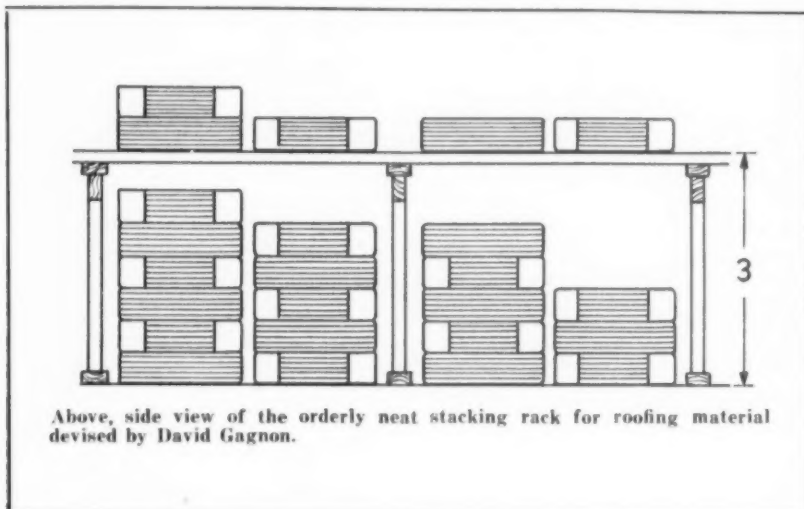
fully enclosed for both weather protection and to make them safe from pilfering. Shelves, racks, etc., were arranged for the accommodation of packaged goods and units of finished merchandise.

Tailor-Made Arrangements

As an example of the tailor-made arrangement for each item, Dave, who is Woodford-Wheeler's yardman, built a special stacking horse to accommodate the dimensions of the bundles of asphalt shingles.

The stacking horses were set to accommodate six bundles high and two bundles wide with 2 x 6's strung along the top to accommodate a second tier of bundles. With each storage space open to the aisle and each tier of bundles independent of the other, the matter of arranging storage by color and date was made easy.

When stacking shingles, Dave reverses every other bundle, end for end, in order to stabilize the pile.

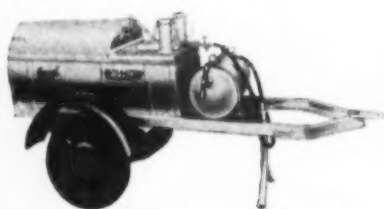


Above, side view of the orderly neat stacking rack for roofing material devised by David Gagnon.

Photo and article from "Old American News," courtesy Old American Roofing Division, Ruberoid Corporation.

Aeroil

"HEET-MASTER" KETTLES CUT COSTS BY SAVING 50% TIME-FUEL-LABOR!



Regular Portable "HEET-Master"
Ask For Aeroil Roofing Catalog 418A

A complete Roofing Accessories Catalog is yours on request—covering the complete Aeroil line of essential tools and accessories. When requesting the catalog, emphasize the particular equipment item of greatest interest to you.

VISIT AEROIL BOOTH NO. 38—NATIONAL ROOFERS CONVENTION
BELLEVUE - STRATFORD HOTEL — PHILADELPHIA, PENNSYLVANIA
JANUARY 26, 27, 28, 1953

"HEET-MASTERS" MEET ALL DEMANDS

More than ever before the "HEET-Master" Kettles satisfy the demands of roofers by providing faster uniform heat and more production at less cost—due to patented "HEET-Master" features not found in any other kettle. (Leaflet 400A.)

CAPACITIES—55 GALLONS TO 500 GALLONS

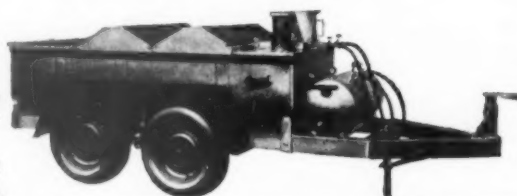
"HEET-Masters" are available on Skids—Steel Wheels—Hard Rubber Tires—and on Pneumatic Tired Automotive Disc Type Wheels in following sizes: 55—80—115—165—230—275—375—500 gallons.

"JUMBO" TYPE WITH ROOF PUMP FOR BIG JOBS

Aeroil introduces for 1953 the newest Jumbo size "HEET-Masters" on tandem wheels in 375 and 500 gallon capacity. These extra large kettles, ideal for big jobs, can also be equipped with built-in Aeroil RP-9 Street to Roof Pump. (Leaflet 677A and 639A.)

"GRAVEL-SPREADERS"
"FELT-LAYERS"

WRITE FOR LITERATURE



NEW 1953 "JUMBO-TYPE" PORTABLE "HEET-MASTER"

Aeroil
Established 1917

PRODUCTS COMPANY, INC.

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NEVER-STAIN
TRADE MARK

Aluminum **File-Grip**


ASBESTOS SIDING NAILS




**SOLID ALUMINUM —
WILL NOT STREAK SIDING
— INCONSPICUOUS — NAIL
HEADS WILL NOT DISCOLOR
— GREAT HOLDING POWER**

**WHEN DRIVEN
THEY TURN
LIKE A
SCREW
NO "CREEPING"**

- **ECONOMICAL** — Save up to 50% over other asbestos siding nails.
- **"FILE-GRIP"** — Spiral serrations insure minimum wood fiber breakage and maximum contact with wood fibers under constant tension.
- **ETCHED** — In accordance with FHA requirements for maximum holding power and sterile cleanliness.
- **CORROSION RESISTANT** — No harmful reaction.
- **DRIVEABILITY** — Unqualified approval given by leading test laboratories. Millions have been driven.
- **NATIONALLY ADVERTISED** — In leading building and consumer publications.

Many leading asbestos siding manufacturers are including "File-Grip" Aluminum Nails with their product. Literature and samples available upon request.



NICHOLS WIRE & ALUMINUM CO.
GENERAL OFFICES & FACTORY—DAVENPORT, IOWA
Branches: Mason City, Iowa; Battle Creek, Mich.;
Cincinnati, O.; Atlanta, Ga.; South Deerfield, Mass.;
Seattle, Wash.; Oakland, Calif.

Data Available For Roofing and Siding Manufacturers

1. *ROOFING, SIDING & BUILDING SPECIALTIES MANUAL*

Marketing information is available on this valuable reference volume, the 1953 (8th) Edition. It is a compilation and summary of the tremendous amount of vital information published in this industry during the past year, combined with a Buyer's Guide and Directory. The MANUAL holds an important place in its field. Advertisers, consequently, get unusually excellent returns. Ask for data on these lively, profitable, volume-producing fields.

2. *MARKET REPORT ON THE ROOFING AND SIDING INDUSTRY*

Readers of AMERICAN ROOFER & SIDING CONTRACTOR were carefully surveyed as to the products they handle, the business they do. The results make interesting reading . . . vital information for any manufacturer of roofing, siding or allied products, tools, equipment, etc. This is a 6-page file size folder.

3. *CCA CIRCULATION STATEMENT*

AMERICAN ROOFER & SIDING CONTRACTOR is the only publication in its field with audited circulation. A copy of the latest CCA statement will be sent on request to any manufacturer, distributor or advertising agency.

4. *16 QUESTIONS AND ANSWERS*

What does readership of a publication mean to advertisers? How does a publication build the prestige and leadership for itself that mean so much to its advertisers? These and other important questions are answered in this interesting, concise folder.

5. *REPORT OF A SURVEY OF BUILDING SPECIALTIES MARKET*

A complete survey was made of the subscribers to BUILDING SPECIALTIES & Home Improvement Dealer.

These readers were asked to check off a long list of products to indicate those they were now handling. Other information included length of time in business and number of salesmen employed.

This is a four-page folder that is of value to every sales manager.

**Use This Coupon
For Free Copies**

AMERICAN ROOFER & SIDING CONTRACTOR
425 4th Avenue, New York 16, N. Y.

Without obligation, please send me the data checked:

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Name Title

Company

Address

Record Aluminum Output Forecast For 1953

"There will be plenty of aluminum for all who want it before the middle of 1953, in our opinion, unless there is an extension of hostilities," Richard S. Reynolds, Jr., President of Reynolds Metals Company, predicted just before Christmas. "With the industry continuing to expand its capacity at a record pace," he added, "the supply situation in 1953 should be much easier than at any time since the Korean war began."

"Although the 1952 production, estimated to be close to 1.9 billion pounds, sets a new all-time peak and is 11% greater than last year's output, it does not fully reflect the expansion already completed. The 1952 output would have been greater except for the substantial production losses being suffered by the industry because of the severe power shortages in the Northwest and TVA areas and the delay in new plant construction caused by the steel strike.

"The big surge in actual production," Mr. Reynolds declared, "is coming in 1953 and 1954, with an output of 2.5 billion pounds expected in 1953 and about 3.0 billion in 1954. When all of the planned expansion is completed, in 1954, this country's capacity will be about 3.5 billion pounds—a 127% jump since Korea and almost ten times as much as in 1939."

Believe It Or Not!

(Continued from Page 16)

so you'll recognize him next time. Or he might have been a little worried about swinging the expense. A little homework on his prospect would pay off, too. If you leave him alone, chances are you won't hear from him. But send him a note the next day, thanking him for his time. Telephone him the next week. Put this discouragement on your follow-up list instead of getting sore at him. With a small additional investment in time, you'll find that the larger investment was more than worth while.

Like almost anything else, freedom from discouragement takes work and constructive thought. You'll find that the returns in self-satisfaction as well as a better sales record are worth it.

here are
your

ROOFING ENEMIES

ice
cold
heat
vibration
expansion
contraction
settling

CHASE

IMPERVITEX

To solve your roofing problems
caused by these enemies, use

Chase IMPERVITEX—the high tensile strength
waterproof membrane.



CHASE BAG COMPANY

GENERAL SALES OFFICES: 309 W. JACKSON BLVD., CHICAGO 6, ILL.
30 BRANCHES AND SALES OFFICES STRATEGICALLY LOCATED

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Please send me a SAMPLE and details
of Chase IMPERVITEX.

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ADDRESS _____

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send coupon for
a sample of
IMPERVITEX
and details



About 200 more Knox Homes have been added to this attractive Fleming Heights subdivision in Augusta, Ga., in the past year. All are roofed with *Certain-teed* Thick Butt Asphalt Shingles.

EVERY HOME IN THIS MODERN DEVELOPMENT ROOFED WITH CERTAIN-TEED THICK BUTT SHINGLES

"We use Certain-teed Thick Butt Asphalt Shingles exclusively on all our homes and find them very satisfactory."

—Says E. Knox Withers,
Knox Corporation,
Thomson, Ga.

When builders like the Knox Corporation use *Certain-teed* Thick Butt Asphalt Shingles exclusively in an important development like this, it's first-

rate evidence for you to consider before your next roofing job.

Certain-teed Thick Butt Shingles can do 3 important jobs on any roof:

1. They're tough, strong, highly weather resistant. That means longer life for your roof.

2. They're *fire resistant*—made of asphalt. That means a greater margin of safety.

3. They're made in a beautiful range of colors—from the new Silver and other pastel blends through the popular Blues, Greens, Reds, Blacks—in plain or decorative grained surfaces. That means a roof that adds charm and distinction to almost any style house, one that sells on sight.

Write today for the new 32 page full-color roofing book illustrating the complete line of *Certain-teed* asphalt shingles.



Certain-teed

REG. U.S. PAT. OFF.

Quality made *Certain*... Satisfaction Guaranteed

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130 E. LANCASTER AVE., ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT: 100 East 42nd Street, New York 17, N.Y.

ASPHALT ROOFING • SHINGLES • SIDINGS

ASBESTOS CEMENT ROOFING AND SIDING SHINGLES

GYPSUM PLASTER • LATH • WALLBOARD • ROOF DECKS

ACOUSTICAL TILE INSULATION FIBERBOARD

See us at Booth 6, NERSICA, Hotel Statler,
New York, February 16-18.

'53 Business Expected To Stay At High Levels

Only minor changes in over-all business trends are expected by a majority of a panel of 137 of the nation's leading economists recently polled by F. W. Dodge Corporation.

High-level stability is expected to characterize general business conditions through most of next year, with the possibility of a quite mild set-back in the second half.

Roughly half the economists are in business or financial firms; the others are university teachers, private consultants or government men. They mostly based their forecasts on the assumption that the cold war would continue on its present scale.

Total output of goods and services, sometimes defined as gross national product, is expected by a majority to increase moderately during the first half of next year and to recede moderately during the second half. The median estimate is \$348.2 billions for 1953 as compared with an estimated final total of \$344.1 billions for 1952.

Moderately declining prices are expected. Little change is expected in wage scales, and that on the upward side. Average hourly pay in construction is marked to hold steady at \$2.27, where it stood in June, 1952.

Open End Mortgages

(Continued from Page 11)

might cost \$1,000. The owner would want to borrow \$1,250.

If his mortgage institution agrees, the home-owner could have \$1,250 added to his existing mortgage without expensive title insurance. The existing interest rate, perhaps 4 or 4½ percent, would apply. At rates he could afford, the owner then would have a new weathertight, attractive asphalt shingle roof and up-to-date kitchen equipment.

The City Title Insurance Company's short-cut procedure for new title insurance is based on the assumption that the home-owner who already has a sizeable equity in his dwelling is a sound business risk. Acceptance of the owner's word in place of a title search not only lessens the cost of title insurance but eliminates the long delays frequently involved.



Exterior sidewall coatings go on faster with a Binks unit because the powerful pump delivers the material to the spray gun faster and for greater distances. No frequent stops to move up the pump. Records show that a three-man crew covers up to 6000 sq. ft. per day, including masking and rigging, with the material being pumped as high as 20 stories. (Names of jobs where figures obtained are available on request.)

These materials go on smoother, too. The powerful pump has a double-acting piston that delivers material on both up and down strokes. A remarkable Binks Surge Control eliminates any initial surge. This unique device, found only on Binks pumps, gets rid of the annoying spurt caused by excessive pressure build-up in the pump and hose. Result: No more of those "globs" that waste material and cause uneven application.

Binks Manufacturing Company,
3126-30 Carroll Ave., West,
Chicago 12, Illinois.



One of Binks many units for applying exterior sidewall coatings. Pump can also be mounted on 55-gallon drum.

Learn how to cut your coating costs! Mail coupon today!

Binks
EVERYTHING FOR
SPRAY PAINTING

Free... Manual 700 and Bulletin 750...
tell how Binks Pumps save hours applying smooth or texture-type exterior finishes...and other heavy materials

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3126-30 Carroll Ave., West, Chicago 12, Ill.

☐ Rush me a copy of Manual 700 and of Bulletin 750. I understand that there is absolutely no obligation.

NAME _____
ORGANIZATION _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

REPRESENTATIVES IN PRINCIPAL U.S. & CANADIAN CITIES • SEE YOUR CLASSIFIED PHONE DIRECTORY

NERSICA Convention

(Continued from Page 14)

a minimum of climbing and hunting around for some special booth.

Product Classifications

Products to be exhibited this year include the following:

Aluminum Building Products; As-

phalt Liquid Coatings; Awnings, Aluminum.

Bathroom Cabinets; Blowing Machines; Caulking Compounds and Guns; Cork Products.

Doors, Combination; Doors, Fold-

ing and Sliding; Door-Grilles and Scrolls.

Felt-laying Machines; Financing; Fire Alarm Systems; Flashings; Fuel Conservation.

Gun Tackers and Staples; Hoisting Equipment.

Insulation, Batt and Blanket; Insulation, Blown; Insulation, Roof.

Jalousies; Kitchen Cabinets; Mops and Yarns; Nails.

Paints; Porch Enclosures; Pumps,



The same experts who conducted the built-up roofing forums of the preceding two years are expected to offer their sound advice at this year's forum. Among them will be the above company executives, from left to right on page 34: Carl Timpe, Ted Lyons and Tom Dantz; and on page 35: Elmer Dittmar.

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the weather*
PARALASTIC*
CAULKING COMPOUND
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BEST PROTECTION!



Depend on PARALASTIC to deliver an excellent job every time! Weatherproofs—Waterproofs—Insulates. Easy working characteristics too!

ALL COLORS! Aluminum... Brilliant White... Natural... Gray... Green... Cream... Brown... Black... and all pastel colors to match asbestos and insulating sidings.

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The DOUBLE Life of HYDE ROOFING KNIVES

Hyde's No. 10 Roofing Knife leads a *double* life—yes, gives you *double* wear because of its two-point blade. Made from Hydrex steel, expertly heat treated, ground and honed, it provides extra toughness and sharpness. Easy blade release enables you to change blades in just 10 seconds! Handle and blade holder will last indefinitely. Specify HYDE Roofing Knives—for lasting satisfaction.

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Spraying Equipment and Compressors.

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Saws, Electric; Screens; Sheathings; Shingles, Asbestos-Cement; Shingles, Asphalt; Shingles, Wood;



Siding, Aluminum; Siding, Asbestos-Cement; Siding, Asphalt; Siding, Insulated; Sprayed Resurfacing; Stone Facing; Tar Products; Ventilators and Fans; Wall Tiles; Waterproofing; Windows, Casement; Windows, Combination.

Toronto Roofers Form New Association

Toronto members of the newly formed Associated Master Roof and Sheet Metal Contractors of Canada, seeking a government charter as a bonded trade association, held their first annual meeting. Fifty Toronto roofers have joined.

After "30 years of attempts and failures," declared William Walker, "we will now be able to take the cutthroats and racketeering out of the industry. We want to protect the public and see that they get what they pay for. Where there's an association, there will be ethics."

William Fairclough, vice president, described operations of "hook-and-ladder outfits who exploit the public through poor materials and workmanship." The new association would fix standards and provide inspection in co-operation with civic authorities and "every member will be bonded by an insurance company and will give a guarantee of his work backed by the association." President is Harold Alton.



*Look how Fast...
Look how Easy
Roofing goes on*

With Alemite Versatal Pumps you can spray 45 squares per hour!



It's Fast! Cuts costs through easier application. With Alemite Versatal Equipment, the roofer uses a light 5 foot spray head and light flexible hose. This eliminates carrying of materials by hand - insures a better, more profitable roofing job.

It's Safe! No burns are possible when you spray cold applications with Versatal Equipment. No buckets or drums to hoist to the roof. Compressor and drums remain on the ground.

It's Profitable! With Barrel to Roof Versatal Equipment you can pump from the original container direct to the point of application using as much as 300 feet of hose. This is the modern, more profitable way to apply roofing.

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FIBERGLAS MOPS

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No-char Aluminum Sleeves
Maximum Hot Stuff Pickup
Easy and Uniform Spread

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*"Like the Roofer
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(As Illustrated)

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(Complete with handles)

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TOP QUALITY

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**Reasonable
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**Immediate
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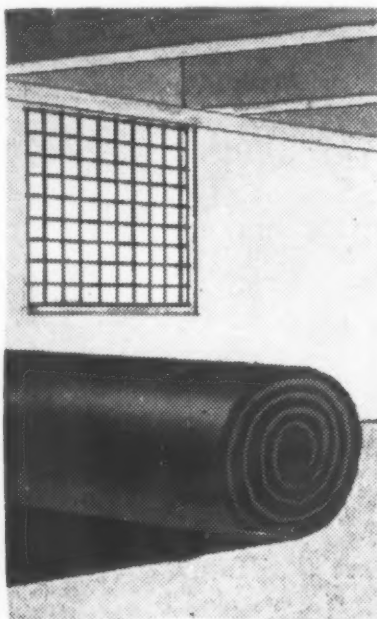
WRITE TO
JOHNSON PRODUCTS Co.
MEMPHIS, TENN.

Manufacturers of Nationally
Known JOHNSON Brooms & Mops

Kinks and Short Cuts

Controlling "Crawl Space" Dampness

In basementless houses, with the earth uncovered beneath the house, the "crawl space" frequently becomes a dangerous source of excess moisture.



This crawl space—the area underneath the house between the floor and the ground, often can give off as much moisture as all other sources combined. If allowed to go unchecked, this excess water vapor can rise to penetrate structural members and do severe damage.

This damage, however, can be forestalled.

Two good and elementary methods are recommended: Either surface the bare earth under the house with waterproof concrete—or cover it with 55-pound roll roofing, lapped three inches.

Ample ventilating grills (as shown here) should also be provided to give air free movement throughout the crawl space area.

An Easy Way to Remove That "Unremovable" Broken Stud

If you are equipped with a welding outfit, or if you are going to get one, here is a kink that will interest you for

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TARZAN

ROOFERS' MOP

- More economical
- Longer life
- Permanent handle
- More profitable roofing

Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

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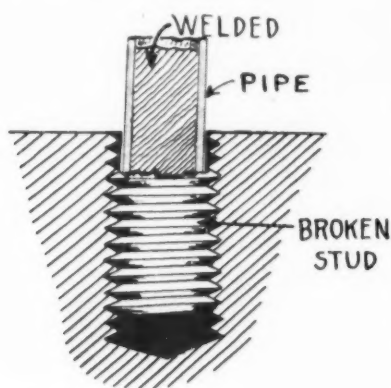
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MU 2-6655



Cooperating with NERSICA through its membership in Bronx-Westchester Council, Long Island Council of NERSICA, and Roofing, Siding and Insulating Guild of N. J.

removing an "un-get-at-able" broken stud.

Get a short piece of pipe that will fit loosely into the opening, as indicated in the sketch. The welding outfit is then used to fill the pipe with enough molten metal so that the pipe will be firmly welded to the stud. The pipe, at the same time, prevents the molten metal from becoming welded to the threads.



Then, when firmly welded, the stud is readily removed by means of a pipe wrench applied to the pipe stub. The removal process is also aided due to the heating of the stud which expands and thus aids in the loosening of the threads so that the stud can be more easily removed.

Leaky Roofs Cause Fires on Farms

A leaky roof can cause fire.

That paradox occurs on farms, where weathertight roofing is necessary to keep hay from getting wet. Wet hay, which can ignite spontaneously, is a ranking cause of barn fires.

An economical way to apply new roofing to a barn, as well as any other pitched roof building, is to cover the old material with asphalt shingles. The fire-resistance of asphalt shingles also lessens the danger of flying sparks.

Hay stored in a barn mow should never have a moisture content of more than 25 percent. Average content of a large quantity of hay should be 20 percent or less.

Roofing Weights Vary

Asphalt roofing is made in weights from 45 pounds to 325 pounds per square. A square is the amount of material needed to cover 100 square feet of roof area.

ROOFERS EVERYWHERE CHOOSE

SPEED-MASTER

THE KETTLE WITH
FLASH-PROOF FLUES

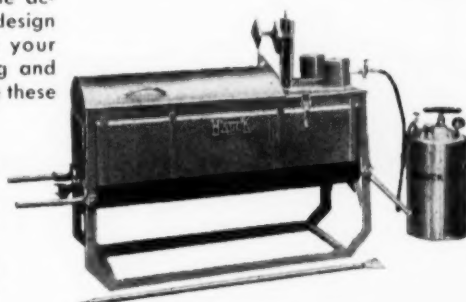


• Best Construction

Easiest to Clean • Cheapest to Operate

The Hauck "Speed-Master"—the acknowledged leader in kettle design and performance—doubles your output, cuts fuel, labor, melting and cleaning time in half. Investigate these outstanding kettle features.

- ✓ Internal Tube Heating for faster melting and easier cleaning.
- ✓ Improved Well Type Burner for horizontal firing and close flame control.
- ✓ Flash-Proof Flues—double walled to prevent "run-away" temperature and reduce flashing.
- ✓ All Insulated Kettle for comfortable operation.
- ✓ Quick-Delivery Cock for faster draw-off.
- ✓ Other Hauck Features: Arched kettle cover, watertight apron and flue covers. Trailer kettles have full length steel chassis, fully equipped built-in fuel tank and semi-elliptical springs, etc.



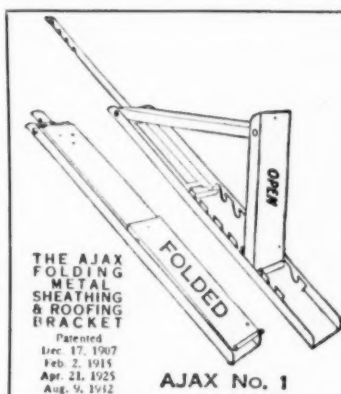
Skid Type Kettle—in 40, 55, 80, 115 and 165 gals. capacity.

Trailer Kettle on Pneumatic Tires (above); Solid Rubber or Steel Wheels—in 55, 80, 115 and 165 gals.

Write for Bulletin 1058B

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AJAX Roofing Brackets

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available in 26 colors to match every building material, including white, black and aluminum. 1/2 pint to 55 gallon containers.

NOZZLE TUBES

in white, gray and aluminum, complete with pressure key for easy application. Jumbo 1 1/2 pints, pints and 1/2 pints.



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for use with metal nozzle guns, or with snap-in plastic nozzle supplied for all other guns. Available in most popular colors...8 1/2" or 10" sizes.



CALBAR Pressure Guns

For caulking, pointing, glazing and dozens of other jobs, a Calbar gun is the finest produced. A complete line of sizes, from economy-priced home owner's guns to heavy duty contractor guns. Also a large assortment of detachable nozzle styles.



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Manufacturers of Technical Products
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SEE OUR CATALOG IN SWEST'S

What's New

(Continued from Page 20)

sealing strip and this installation work is quickly and easily done from the outside. There is no need for architectural changes and no special hardware is required.

A double glass barrier is formed by the Alumatic storm sash and the house casement, cutting down heat loss during the winter and keeping the house cooler during the summer. The sash is quickly slipped out of the frame for washing and this can be done from indoors. Because these units are so inconspicuous, they can be used with homes of architectural styles.

These new Alumatic units are custom-fitted to the home and the entire unit is ruggedly constructed of sturdy extruded aluminum. This means that the home owner is relieved of annual maintenance and painting.

New Roll Insulation

Designed and manufactured for use where a highly efficient thermal and acoustical insulation is needed, with minimum weight requirements a consideration, Ultrafine is the

latest addition to the growing insulation family of the Gustin-Bacon Mfg. Co., Mo.

It is stated to be an exceptionally lightweight, fine glass fiber insulation that is fire resistant, and that will not rot, mold or decay. It is resilient and resists vibration. It has no odor and it will not pick up odors. It is not corrosive to metals, it resists attack of most acids and alkalis, and it is permanent.



Gustin-Bacon is offering Ultrafine in rolls, either plain or faced with any one of 5 different types of vapor barrier facings—or they will die-cut the material to any shape—ready to go into insulated appliances or equipment.

Ultrafine can be cut with an ordinary knife or shears and can be easily applied to all types of heated and cooled equipment within the temperature limits of the material (+450 deg. F). Its flexibility and resilience permit it to be quickly applied to irregularly shaped objects without special fitting. Adhesives, wires, staples or jute twine are all that is needed to hold it in place.

"Aluminum Forming"

Metal working men will find a wealth of information on how to draw and form aluminum sheet, plate, tubing, and pipe in "Aluminum Forming", a new 148-page technical manual just published by Reynolds Metals Company.

The manual points out that the most common mistake is the attempt to work and form aluminum by the identical techniques used for other metals. While similar techniques may be employed in some operations, others require special procedures. Then too, selecting the proper grade of aluminum to use for a specific application is of utmost importance.

It is recognized that readers will generally be familiar with methods and equipment for working the older metals. So the book is devoted mainly to a detailed explanation of how to form aluminum as it differs from other metals. Thus two important sections are devoted to metallurgical data...one on aluminum sheet and plate; the other on aluminum tubing and pipe.

Bartile Changes Ownership; Forms Two New Firms

E. P. Barber Co. of Bloomington, California, has transferred complete ownership of its enterprises to Paul D. Foster of Los Angeles.

In the interest of streamlined operations, the nation's oldest concrete roofing firm is operating as two separate entities: the Bartile Corporation of America, which is presently offering franchises for the manufacture of Bartile, and the Bartile Manufacturing Company, which sells the modern interlocking tile to the California market.

Under the new management, both the Bartile Corporation of America and the Bartile Manufacturing Company have no other authorized representatives in any area of the United States. Inquiries regarding franchises and the roofs themselves should be directed to Suite 204, 1930 Wilshire Boulevard, Los Angeles 5, California.

Many Improved Building Prods. Now On Market

One of the great overlooked phenomena of our time is the unprecedented number of new and improved building products which have come onto the market since the end of World War II. A. Naughton Lane, President of the Producers' Council, National organization of building products manufacturers, stated in an address at the Council's annual meeting.

"Had it not been for the trouble in Korea, and the reimposition of materials controls, the list would have been even greater," Mr. Lane said.

"Tremendous improvements have come in every type of material and equipment. It is obvious that the manufacturers of building products have kept abreast of any other industry anywhere in technological advancement and inventive genius.

"It is most significant that much of the improvement in our products has been of a nature intended to reduce the cost of constructing homes and other buildings. Unfortunately, however, the resultant savings have been largely obscured by two wholly unavoidable forces.

"One force is the great and regrettable wave of inflation which, striking

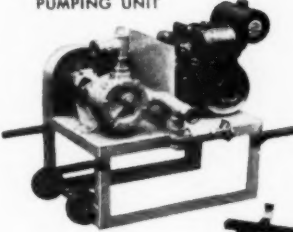
Pump it up TO THE ROOF!

with a LITTLEFORD


Roof Pump


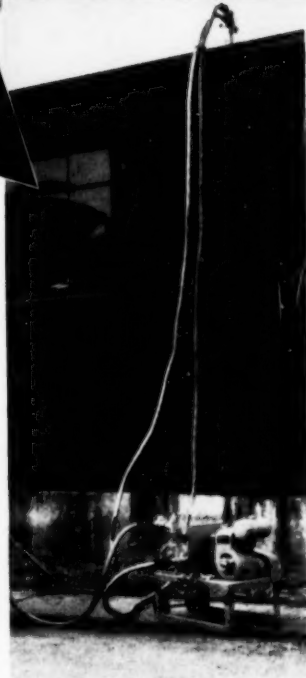
MODEL 75

MODEL 75
PUMPING UNIT




DISPENSER
HEAD



Consider the time, effort and expense saved by putting the Hot Stuff right where it's needed, when it's needed. The 75 Roof Pump pumps material to the Dispenser on the roof and when the cock is open the material is there: when the cock is closed the material by-passes back into the Kettle. Material will keep three to four moppers busy on roofs 100 ft. high or better.

This 75 Roof Pump is durable; acids will not affect it, and it will handle Pitch, Tar or Asphalt. A 75 Roof Pump and a Littleford "Kwik-Melter" 66-B Roofers' Kettle make the perfect team for low-cost roofing. 75-Roof Pump can also be used with any make kettles.



LITTLEFORD

LITTLEFORD BROS., INC.
430 E. Pearl St., Cincinnati 2, Ohio

construction the same as other major industries, has pushed production costs so far above prewar levels.

"The other force, a welcome one in this case, is the insistence of the home-buying and building-owning public on getting more quality and utility and convenience in their buildings. Everyone now wants to build into their buildings at the start many features which formerly were installed as separate operations or else were not commonly available at that time.

"You can't panel basement rooms, insulate every inch of wall and ceiling,

weatherstrip every door and window, regulate every heating plant thermostatically, and double-glaze every window without adding a little something to the first cost of a building.

"The average new building of today, square foot for square foot, is a far better equipped product than was the new structure built 10 and 15 years ago. Had it not been for the great emphasis which the manufacturing industry has placed on cost reduction, building costs would be substantially higher than they are because of the added quality which the public demands."

**"... opportunity
is freely given ..."**

PAUL M. HAHN

President, The American Tobacco Co.



"Our nation has grown great largely because opportunity is freely given. Only very few people actually make their own 'breaks.' Today, millions of Americans are providing for their personal financial security and at the same time helping in the building of our national defenses. The opportunity to do so is given by business management which affords employees the means of practicing systematic thrift through the Payroll Savings Plan for the purchase of U. S. Defense Bonds."

Nearly seven million employees of industry are "providing for their personal security and at the same time helping in the building of our national defenses."

- they are the men and women who availed themselves of the opportunity referred to by Mr. Hahn—the opportunity to enroll in the Payroll Savings Plan for the systematic purchase of U.S. Defense Bonds.
- they represent a high percentage of their companies' employees—in plant after plant, the averages are climbing to 60%, 70%, 80%—even higher.
- their investment in Defense Bonds—and America—add up to \$140 million per month.
- they constitute a large block of the men and women who on December 31, 1951, held Series E Bonds

amounting to \$34,727,000,000—\$4.8 billions more than the cash value of Series E's outstanding in August, 1945.

Not far from you is a State Director of the Savings Bond Division. He will be glad to tell you how easy it is to give your employees a Payroll Savings Plan. Or, if you already offer the Plan to your people, he will show you how to conduct a simple person-to-person canvass of your plant—a canvass intended to do only one thing—to put a Payroll Savings Application Blank in the hands of every man and woman on your payroll. Your employees will do the rest.

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American Roofer & Siding Contractor



Adhering To Standards In Buffalo Kills Racket

The Buffalo Better Business Bureau paid tribute to roofing contractors in the Buffalo, NY, area for their "splendid support" of the Standards for the Roofing, Siding & Home Remodeling Industry which were established in the Spring of 1952.

The standards were designed to curb the "model home" scheme for selling siding contracts which had been the primary cause of complaint.

Said the Bureau in a bulletin: "Salesmen using the model home approach tell the homeowner that his home has been selected to advertise a new kind of siding. Flattered, the homeowner often signs a contract after hearing verbal promises of discounts and bonuses.

"Invariably, the homeowner finds that the bonuses seldom materialize, and the discount price is somewhat higher than other contractors would charge. The model home contractor will not recognize the verbal promises of the salesman and the homeowner is left holding the bag.

"The Bureau has always been critical of this method of selling because it often causes the homeowner to accept an obligation beyond his means in anticipation of the bonuses. The FHIA has for years requested that this type of selling not be used.

"The Bureau received 25 calls from homeowners indicating that men representing one contractor were posing as 'factory men' and offered discounts and bonuses to selected homeowners who would demonstrate a new siding. The contractor has advised the Bureau and the FHIA that his men have now been instructed to discontinue this method of selling in the future."

Nailing It Down

(Continued from Page 9)

the part of the FHA, Congress and the Federate Reserve Bank is criticized in the report.

Admitting that too many two-bedroom houses have been built and sold since World War II, this report says:

Blaming the pressure for cheap housing on the government, the report



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COMPLETE JOB WITH
KARNAK**
ROOFING AND WATERPROOFING
FABRIC





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SKYLIGHT FLASHING



PARAPET FLASHING



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CORNICE AND THROUGH-WALL
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FOUNDATION WATERPROOFING

Rely on the whole KARNAK
line for every asphalt
Specification:

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This spandrel, full seal fabric is
THRIFTIER!...

You can use it right down to the
last inch!

**HANDILY PACKAGED!
EASY TO HANDLE!
NO WASTE!**

Each roll is individually packaged
in cartons. Stays in perfect shape
until used!

EASIER TO APPLY...

Unrolls in all temperatures, to
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STURDIER!...

Strong cotton fibers, heavily
impregnated with asphalt, don't
brittle, won't twist out of shape,
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instead of just up to it!*

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Your loads are spotted well in on the roof deck
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Books

Building Insulation, by Paul D. Close, B.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 65 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$4.95.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

Sheet Metal Work, by William Nuebecker. 360 Pages, 430 illustrations, \$3.25. A generously illustrated manual of practical self-instruction in pattern drafting and construction work. It includes chapters on tools, methods of obtaining patterns, workshop problems, problems for light gauge metal, coppersmith's problems, problems for heavy metal, skylights, roofing, cornice work and patterns for forced-air fittings.

Asphalt and Allied Substances, by Herbert Abraham. 1,515 Pages. \$25.00 for New Edition. A key to virtually all available knowledge on asphalts, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing-asphalt shingles, built-up roofing and waterproofing.

Skylight and Room Tables, by H. Collier Smith. 134 Pages. \$1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

How to Estimate for the Building Trades, by Townsend-Dalzell-McKinney. \$5.50. 633 pages. 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

Cash only—List the books you want, attach to check for the proper amount, and mail to . . .

BOOK DEPARTMENT
AMERICAN ROOFER
425 Fourth Ave., New York 16, N. Y.

says "the principal instrument of pressure has been the FHA and the mortgage pattern for federally-insured loans."

"Even after regulation X came off," the leaders observed, "the down payment for each added thousand dollars between \$7,000 and \$11,000 is six times as big as the down payment for every thousand dollars under \$7,000."

The building experts agreed that more people could be provided with good housing by "improving or rehabilitating the 48,000,000 existing dwellings" than by trying to build smaller homes. "Even if we were to demolish and replace old houses," they said, "at the rate of 500,000 a year (10 times as fast as the record rate), it would take three generations to complete the cycle.

Old Dwellings Change Hands At High Rate

About 850,000 old houses were transferred from one owner to another during the first six months of 1952, according to the Federal Reserve Board.

Transfers were "somewhat more numerous than in either half of 1951 and about the same as in the near record second half of 1950," the board said.

This statement was issued after the board had noted reports from other sources to the effect that properties are selling more slowly now than in previous months and that prices of old houses have declined.

Turning its attention to new construction, the board said it expects sales of new homes to continue at a high level or increase. It pointed out that credit regulations have been eased while personal incomes remain high.

The board also reported that mortgages are growing bigger. The average loan, for both old and new houses, was said to have risen considerably even though the volume of mortgages insured by the Federal Housing Administration and the Veterans Administration has declined.

For reconditioning old homes, two basic building materials—lumber and asphalt shingles—are in good supply. The Federal Reserve Board said stocks of lumber reached a post-war high at the beginning of 1952 and have not changed much since that time.

Manufacturers & Distributors

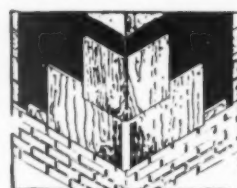
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Ready Made
ROOFER'S MOPS
Roofers Mop Yarn, Cut Lengths
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Box 2384 Hickory, N. C.

**FOR FREE
LITERATURE
SEE PAGE 6**

Ronald E. Daniels, Buffalo Executive, Is New President of Mineral Wool Group

Ronald E. Daniels, vice president and secretary of Federal Portland Cement Co., Inc., of Buffalo, N. Y., has been elected new president of the National Mineral Wool Association, coast-to-coast industrial group which includes the country's leading manufacturers and distributors of home insulation and other building products.

Active since 1944 in the organization he has been named to head, Mr. Daniels previously has been the association's vice president and a member of its board of directors. He also is a past director of the Mineral Fiber Institute and has been associated since 1935 in work of the Portland Cement Association. He joined his present firm in 1927, later became auditor and then secretary, becoming also a vice president in 1947.

Commenting on the increased use which insulation has enjoyed in homes during the past decade, Mr. Daniels

recalled that ten years ago only about 10 per cent of all the homes in America were provided with this protection.

"Today," he continued, "at least 83 per cent of the nation's new residential structures are equipped with this improvement that insures them great fuel economy, makes their homes warmer in winter and also reduces indoor temperatures as much as 15 degrees during the hot summer weather. More than 60 per cent of this insulation is mineral wool—either rock wool, slag wool or glass wool."

Mr. Daniels said that the National Mineral Wool Association, which recently held its annual fall meeting at Bald Peak Colony Club, in New Hampshire, will meet again during January in Chicago. Other 1953 sessions will be held in May in New York City and in September at the Homestead, Hot Springs, Va.

"Meet The People—Satisfy The People"

(Continued from Page 12)

sets so much stock in, Mr. Jensen does not strictly adhere to the ten-year clause; he handles minor repairs for months after the expiration date. As for the contract, there are no hidden, small-print clauses, and he insists that clients read and discuss it in its entirety before affixing signature. Such considerations cost little and earn much in confidence, respect and more sales. For, his is a long-range view. A large proportion of new business is the consequence of maintaining a friendly contact with all clients, and there are several well-planned procedures he follows.

Every Christmas there is a general mailing of an attractive kitchen-wall calendar, containing various helpful household hints—from recipes to Xmas package-wrapping. From time to time, salesmen drop in with gifts for the children: aluminum rulers, pencils, ball-point pens, coin medallions and nail files, all with the firm's name embossed. About \$5000 is spent every year on this type of sales-promotion-by-indirection. The resultant repeat business alone more than compensates for the expenditure. And many new sales are directly traceable to these methods of maintaining contact with clients.

One of the most effective means of

keeping the customer by keeping him happy is by maintaining a repair crew immediately available on call. For example, on last November 7th, a call was received that there was a leak in the roof. That same day, the crew went out and reported back that a loose electric cable had cracked a shingle. The electric company was notified at once, the cable fixed at once, and within two hours the shingle was properly replaced. No complaints are ever permitted to accumulate. They are attended to at once.

Well-Deserved Rewards

Such methods of operations bring obvious rewards, but others, which appear worthwhile, require evaluation. Mr. Jensen maintains a scientific procedure for determining which methods are most responsible for bringing in leads, and which least valuable. Every time a lead is investigated, the prospective client is asked where he heard about Re-New. A Lead Book is used to record their responses. In this way, over a period of years, it is possible to determine pretty accurately the respective values of the various promotional schemes.

The most effective by far is still the ringing of door-bells by capable salesmen. There is no suitable substitute for

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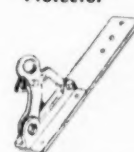
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meeting the people, talking to them about their needs, and helping them plan according to their budgets. However, leads do facilitate these personal interviews. And many of these leads come from satisfied clients. A notable example is the twenty jobs which resulted from the satisfaction of a client back in 1935.

Customer Birdogging

Many leads have come from the profit-sharing scheme. Old clients receive ten certificates, each valued at \$5. For each lead that winds up in a sale, they receive the value of the certificate. Also electric toasters, electric blankets and other desirable items are used as incentives for leads.

Through his careful system of checking the sources of leads, Mr. Jensen discovered that, for him at least, other means of advertising were of too little value for the investment of time, effort and dollars. While the Queens Telephone Directory carries two large ads, he discontinued newspaper advertising and home-show displays two years ago. He preferred investing \$6000 in an attractive aluminum truck which fetches more prestige and business than the ads and stationary displays. There was a time when they seemed to have some validity; that is, when he was side-lining storm windows and other home accessories. But he has dropped them and is concentrating exclusively on roofing, siding and insulating.

Private Home Specialist

He even prefers to specialize in private homes, though he will on occasion take on an industrial job. (One of his jobs was the Phelps-Dodge Plant.)

No job is too large or too small for him to handle. And, unlike most roofers in New York, he is not averse to covering a wide area. Not only does he still

have contact with his old Brooklyn accounts, and through them gets new Brooklyn business, but he services all of Queens and Nassau County. He is so confident he can do any job, and more competently than most, that, despite the keen competition, he will not indulge in cutting prices and standards to get a job.

What with money getting scarcer and roofing firms undercutting each other to obtain contracts, homeowners are in a position to shop around for bargains. But, as Mr. Jensen puts it, "I may lose a lead here and there because they can get the job cheaper somewhere else, but in the long run, they learn you get less for less. A bargain sometimes costs more in the end."

Just the same, he does not discount the competition. He relies on his sales force to meet it. They have to be on their toes. There are monthly conferences. The eight men get together with Mr. Smith and Mr. Jensen to discuss experiences and prospects. At these conferences they are often made acquainted with new selling methods and with new products. Sometimes films are shown by factory representatives illustrating these points.

And speaking of films, Mr. Jensen purchased a film from Celotex some eight years ago. It is a 16mm technicolor sound film entitled "Solid Comfort," running time 40 minutes. It starts off with a vivid demonstration of how mineralwool insulation is manufactured and then dramatically illustrates how mineralwool helps the homeowner save on his fuel bill. One scene to this point shows the owner of an uninsulated home shoveling coal into his furnace. Three shovelfuls go into the furnace; the fourth is tossed away.

The \$500 paid for the film was more than made up in the first two months. Having a close relationship with the immediate community, he is often invited

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to show this educational film at American Legion meetings, church affairs and civic association get-togethers. Occasionally he throws an ice-cream party in some private home where neighbors are invited to see the film. The interest it has aroused has paid off in material dividends.

Mr. Jensen is pleased with the part he has played in making Re-New a successful enterprise, but he is particularly proud of two achievements, both of which occurred in 1934. He was the first roofer to use a new nationally-branded asbestos siding material—even before they were put out on the market. (As a result, Re-New became a key dealer of these products and still serves as their headquarters.) Secondly, he was one of the six founders of NERSICA.

Proud as he is of his past achievements, Mr. Jensen is not one to live in the past. Nor, in the light of his long-range view vis-a-vis his clients, does he live for the present alone. He is looking ahead and confidently believes that future prospects for Re-New are as bright as they ever were. And he is not crystal-ball gazing; for he has discovered the successful formula for a profitable business: Meet the people—satisfy the people. Give them efficient, cordial service and good workmanship according to the highest standards. They will appreciate it—and they won't forget.

News

(Continued from Page 24)

owned corporation, will be directed by the same group of executives who guided the operations of the old New Holland Metals Company.



Heading up the executive staff as President of Quaker State Metals is R. D. Buckwalter, whose association as Executive Vice President of New Holland Machine Company has made him well known in the implement trade.

Vice President and General Manager of Quaker State Metals is W. G. Hume, who as General Sales Manager of several large steel concerns is well known in the wire products business, and for 34 years a familiar figure in the steel business and known to jobbers and dealers of building products throughout the country. He has

been in the aluminum field for the past seven years.

A third key member of Quaker State Metals' executive staff is A. H. Charlton, who is Vice President in charge of Sales. Mr. Charlton has been in the aluminum industry for many years, having held several regional managerships for Reynolds Metals Company, and having been national Sales Manager for Reynolds' Aluminum Division.

Reynolds Publishes Booklet On Alum. Sheet Mill In Ill.

"Welcome To The McCook Plant" is the title of a new 24-page, 6 x 9-inch booklet

just published by Reynolds Metals Company. Over 70 illustrations and explanatory captions describe equipment and operations at the company's huge aluminum sheet mill occupying 287 acres at McCook, Illinois, a suburb of Chicago.

After a brief introduction, with an air view of the plant, the booklet presents a series of sketches which depict the various operations involved in producing sheet from aluminum ingot.

Then a two-page spread carries a floor plan of the 55 acres of floor space under roof and keys in the 20 basic operations and where they take place in the plant. A tour is also outlined on the map.

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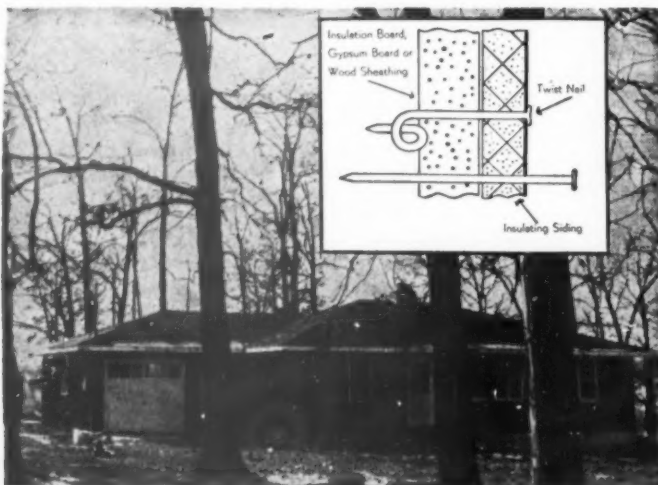
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FREMONT 1-4700

New "Pretzel" Nail Eases Broadened FHA Acceptance Of Siding On New Homes



Here's something for that new home market! Families planning their new homes can save 35% on exterior wall coats, and enjoy adequate insulation using insulating siding shingle panels over insulation board, gypsum board, or wood sheathing. FHA bulletin UM-12 permits this construction.



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A nail with an end like a pretzel is the key to recent F. H. A. acceptance for new construction of insulating siding over fiber or gypsum board sheathing.

Recognition of this new sidewall construction technique means another gain for the consumer who wants a well-built house at a reasonable price. Now he can use two time-saving and high quality materials in the same sidewall.

Two years ago the Federal Housing Administration accepted the overlap shingle pattern of insulating for new construction when laid over wood sheathing. The development of a nail that won't pull out of the comparatively soft fiber or gypsum sheathing has now resulted in F. H. A. acceptance for installation over those materials.

The problem of providing a solid anchor at nailing points where siding joints fall between studs has been solved with a simple tool. After the nail has been driven, a twist of the wrist with this tool puts a pretzel-like curl in the inner end of the siding nail. Then it can't be pulled out of the sheathing. Nails that go into the studs need no special treatment.

The acceptance by F. H. A. of construction using insulating siding with fiber or gypsum sheathing means this money-saving combination will be available to a larger number of home owners. F. H. A. insures about 50 per cent of the home mortgages.

F. H. A. Use of Materials Bulletin No. UM-12 covers the application of insulating siding in new construction. It describes the proper use of sheathing paper location of vapor barrier and the type of nails to be used.

"When vertical joints occur between studs," the bulletin states, "The overlapping unit shall be attached to the sheathing by galvanized aluminum or copper fasteners of a type which penetrates the sheathing and provides positive holding against the back of the sheathing."

That's the requirements which has been satisfied by "the nail with a pretzel on the end."

Although insulating siding is one of the newer building materials, its basic ingredient, asphalt, has been used for weatherproofing purposes for more than 5000 years. Noah caulked his ark with pitch, which is just another name for asphalt.

Construction Industry Hit New Peaks In 1952

The construction industry established a new peak of over \$42 billion in volume during 1952, and may well exceed this figure by \$1 billion in 1953, according to Harold R. Berlin, Vice President of Johns-Manville Corporation. Mr. Berlin, who is General Manager of the Company's Building Products Division, pointed out that construction is now in second position, behind defense, as the nation's leading industry.

"A significant development in the home building industry is its dependence on 'internal migration' and mobility of people to a greater degree than on family formation for its most dynamic impulses.

"The mass exodus from cities to suburbs is indicated by the census figures from 1940 to 1950 which indicate that while 80,000 more persons moved out of New York City than moved in, an estimated 500,000 more persons moved into the suburbs than moved out.

During that decade, the 168 standard metropolitan areas of the U. S. increased by 15,200,000 persons but only 6,000,000 of the increase was in the cities proper. The remaining 9,200,000 increase was in the suburban areas.

"Side by side with this tremendous suburban migration we continue to have a vast regional migration. Of the 19,000,000 population increase during the census years, 5,700,000 occurred in the west and 5,500,000 in the south.

"The government decision to 'stretch out' defense expenditures and reduce them from the original estimate of \$72 to \$74 billion for 1952 to \$60 billion took a lot of pressure off the construction industry and enabled it to reach its huge 1952 volume.

"Had defense decided to follow the original plan of speeding defense expenditures to the \$72 to \$74 billion level by the end of 1952, entire classes of the construction industry would have found it exceedingly difficult to operate because of lack of critical materials, intense labor shortage, and tighter governmental controls."

Mr. Berlin cautioned that "if the Korean War or the Cold War in general is stepped-up the optimistic estimate of a \$1 billion increase for the industry in 1953 would have to be revised considerably."



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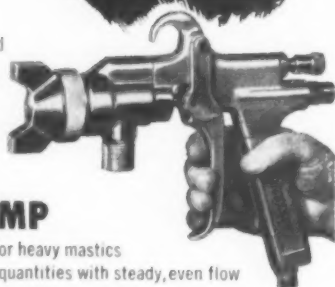
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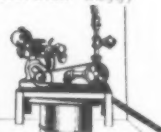
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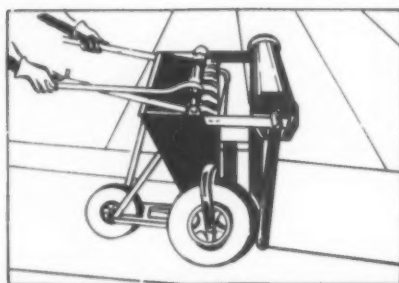
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FELT LAYER

Use of Asbestos In Building Soars To All-Time High

Asbestos, the mineral which has become a symbol of fire resistance, is playing a role of greatly augmented importance in America's building and remodeling, Chester C. Kelsey, manager of the Asbestos-Cement Products Association, reported at the association's recent fall meeting in New York.

Sales of asbestos-cement materials, he said, reached new highs during World War II and they have been more than doubled in the postwar period.

Mr. Kelsey announced that:

—Production of asbestos-cement products averaged nearly a million tons in 1950 and 1951 and may exceed that figure this year.

—More asbestos-cement materials were shipped in the seven years since the end of World War II than were manufactured in all of the preceding 38 years in the industry's history.

—Shipments of asbestos-cement siding shingles during the first eight months of 1952 were the largest ever recorded for a like period.

—Asbestos-cement siding shingles were used on 24 per cent of all frame houses built in 1950, as compared with only 4 per cent in 1940, according to an HHEA survey.

—Makers of building materials are the largest users of asbestos fibers in the United States which, according to a materials survey recently published by the National Security Resources Board, has developed the greatest asbestos products industry in the world.

Asbestos-cement materials, Mr. Kelsey said, account for about one-third of the dollar value of all asbestos products made in the United States. That value in 1947 was reported in the materials survey to be about \$274,000,000.

The asbestos-cement industry in this country had its start in 1905 with the manufacture of roofing shingles. Later developments were asbestos-cement board, corrugated sheets and siding shingles. The latter, introduced in 1932, are now the industry's major item from a volume standpoint.

At the current rate of production, Mr. Kelsey said, enough asbestos-cement siding shingles will be produced in 1952 to provide coverage for more than half a million homes. About half of the production, he estimated, is used

on new houses, with the balance divided among other types of new construction and the re-siding of existing buildings.

The introduction of new and improved color lines by all manufacturers has greatly stimulated asbestos siding sales, according to Mr. Kelsey.

"For many years white surfaced shingles were by far the largest sellers," he said. "Today practically all manufacturers are emphasizing colored sidings. The new colors include grays, browns, greens and ivory in pastels and mellow tones. Striated and two-toned effects have been added by grain-ing or texturing the surface.

"Fire-safety was a primary objective of the developers of asbestos-cement roofing shingles and it remains one of their most valued characteristics. Others are permanence and freedom from maintenance expense, for nearly fifty years' experience has shown that asbestos shingles do not wear out. Currently there is a strong trend toward the strip or multiple-unit type of asbestos shingle. A strip does the work of from two to five individual shingles, thus providing asbestos protection at a minimum cost.

Uses of Asbestos

"Asbestos will be found in many unexpected places in the form of asbestos-cement board, a general purpose flat-sheet material. Farmers line poultry house and milk house walls with it. Drive-in theaters employ it for fencing, towers and screens. It is used for interior walls and ceilings in homes, as exterior siding, for laundry chutes and fireproof partitions and for hundreds of purposes where incombustibility and rot-resistance are desired in a building board. Used industrially for many years, it was introduced for building purposes shortly before World War II and production now runs into millions of square feet each month.

"There is every reason to believe that asbestos will be used in building on an even greater scale in coming years," Mr. Kelsey asserted. "The pioneering work has been done, public acceptance has been obtained and product improvements are continuing. New asbestos sources are being opened up in Canada and South Africa to provide a steady source of raw materials."

The Asbestos-Cement Products Association observed its fifteenth anniversary this year. Members include



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Asbestone Corporation, New Orleans; The Philip Carey Manufacturing Company, Cincinnati; The Flintkote Company, New York; Johns-Manville Sales Corporation, New York; Keasbey & Mattison Company, Ambler, Pa.; Pabco Products Inc., San Francisco; The Ruberoid Co., New York; Smith Asbestos Products, Inc., Millington, N. J.; Supradur Corporation of New York, New York; and Tilo Roofing Company, Stratford, Conn.

Vapor Barriers

(Continued from Page 19)

we have is a condition where the cold outside air has the lowest pressure and therefore the vapor in the warm indoor air will try to go out to it.

Some Experimental Results

I am going to show you the beginning of some experiments that have proved up an idea that was developed last year, and I mentioned it as an idea only a year ago at this meeting.

Professor Lund built a metal box, shown in Figure 5, ten feet six inches long and two feet wide, in which he packed insulation just as tightly as he could. He sealed the edges so that any air that moved through that box would have to go through the insulation itself, flatwise. The box is tipped up in this picture so that you see the underside of it, from which he has little tubes leading to what we call a manometer, which is a pressure gauge. He has a pipe at the left end with a valve where he can put in an air supply. He has another set of pipes down at the right end that go through a flow meter to show how fast and how much air is flowing through.

The experiments beginning with Figure 5, will be discussed in full in next month's installment of Mr. Roger's remarks.

Asphalt Shingles Now Dominate Reroofing Market

Asphalt roofing supply and demand has built up to the point where this one type of material supplies close to 90 percent of all the roofing required annually in the United States. For older homes, asphalt shingles are suited to economical reroofing work, adding new color and fire-resistance as well as waterproofing.

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Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

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FOR SALE. 1946-1950—Two 1951 Chevrolet Van Trucks. (One New). Each equipped with Molloy Woolmaster blowers, hose and ladders. Bids requested after inspection. Direct replies to: Box 361, American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.

FOR SALE ROOFING and Sheet Metal business Piedmont Area, North Carolina. Good equipment and stock of material. Last year volume \$300,000. Apply to Box 358, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Ave., New York 16, N. Y.

HELP WANTED

LARGE PRODUCER OF Asphalt Shingles Roofing and Allied Products requires the services of several producing salesmen for Eastern Southern and Midwestern territories. Splendid opportunity and attractive proposition for the right men. Give full information as to qualifications and experience in first letter. Ford Roofing Products Co., 188 W. Randolph St., Chicago 1, Illinois.

MISCELLANEOUS

MANUFACTURING COMPANY MAKING 15 lb. and 30 lb. Asphalt Felt would like to expand and produce smooth surface and slate roofing. Would like to consult man with experience who could draw up plans and advise re installation of machinery. Reply to Box 360, American Roofer and Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

ONE "WILLIAMS" SHINGLE Cutter, in original packing, immediate delivery, ex Canada. Including 3 in. cutting cylinder and all equipment less motors. Will accept best offer. Write or phone Mr. John L. Falvy, 120 Wall St., N. Y. 5, WH 3-1600.

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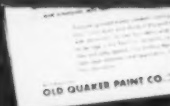


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There's absolutely no doubt about it: the established trend in asphalt shingles is definitely toward light pastel colors for new construction as well as for modernization.

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These very beautiful new shingles were created by Flintkote this year... and *you* know how much emphasis Flintkote has *always* put on style and color leadership.

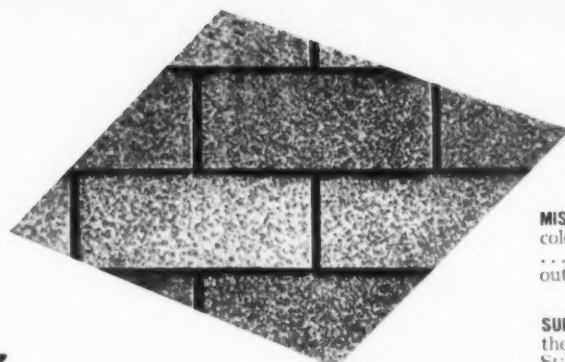
Since 1901, Flintkote has pioneered with color... and now Flintkote's newest creation—KOOL-BLEND—offers you fresh, unlimited sales and profit opportunities.

Of course, these beautiful shingles have all the other Flintkote advantages, too. Selected felt. Stabilized asphalt coating. Top-quality Mineral Surfacing Granules. Rigid control in every step.

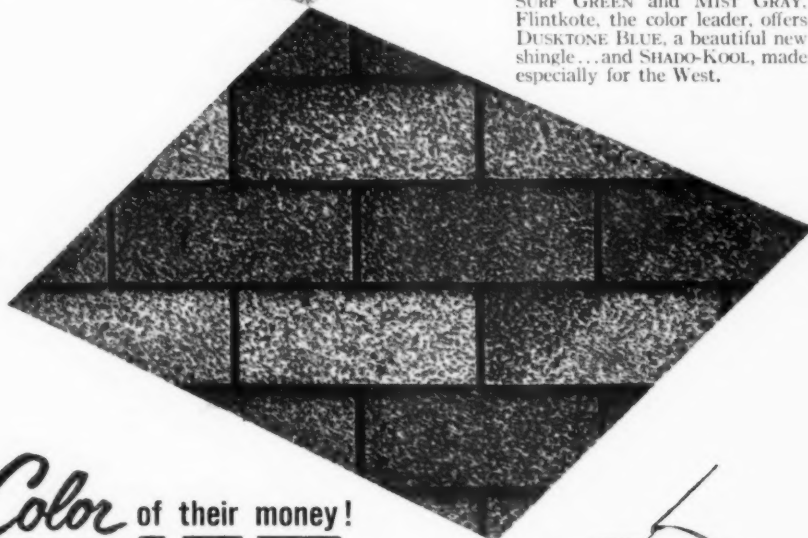
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THE FLINTKOTE COMPANY, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.

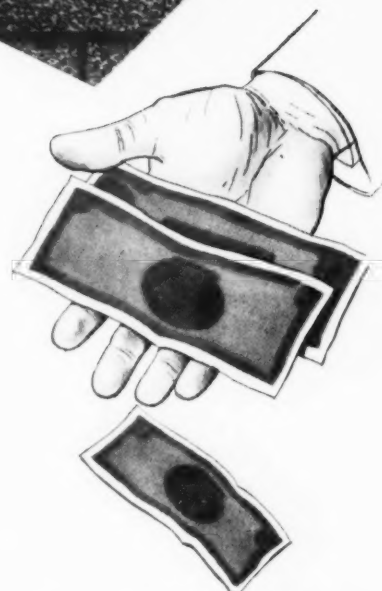
*Reg. U. S. Pat. Off.



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